

# The REPORTER of Direct Mail Advertising

MAY 1949



United States  
of America

Vol. 95

## Congressional Record

PROCEEDINGS AND DEBATES OF THE 81<sup>st</sup> CONGRESS, FIRST SESSION

No. 67

WASHINGTON, TUESDAY, APRIL 19, 1949

### House of Representatives

The House was not in session today. Its next meeting will be held on Monday, April 25, 1949, at 12 o'clock noon.

### Senate

#### Suggested Changes in the Post Office Department

#### EXTENSION OF REMARKS

**HON. HARLEY M. KILGORE**  
OF WEST VIRGINIA

IN THE SENATE OF THE UNITED STATES  
Tuesday, April 19 (legislative day of  
Monday, April 11), 1949

Mr. KILGORE. Mr. President, Mr. Henry Hoke, who has had wide experience in the field of direct-mail advertising, has sent to me an article he has prepared on suggested changes in the Post Office Department. I ask unanimous consent to have it printed in the Record and have it referred to the Committee on Post Office and Civil Service, which is presently concerned with a proposed increase in postal rates.

There being no objection, the letter was ordered to be printed in the Record, as follows:

A LETTER FROM HENRY HOKE  
DEAR CONGRESSMAN: You must get terribly bored with the anguished wails of the ax grinders. No matter what you do, you are deluged with complaints from those who think that what you do will hurt them. Your discussions of postal rate changes have set off a verbal and editorial barrage of wailing from many sources.

On request of the President, Mr. Kilgore, one of the Senators from West Virginia, has introduced a bill to amend the act of April 18, 1949, to provide for the establishment of a committee to study the postal service.

Of course, Canada is smaller. A population of about 13,000,000 compared with our approximately 145,000,000. About one-eleventh our size. And their gross postal revenue is only about one-seventeenth of ours. But Canada needs 11,982 post offices to take care of its people, compared to our 42,000. That is, Canada needs a bigger plant, in terms of population, than we do, and yet it has learned to run its post office department on a better than balanced budget. It's true that Canada does not have the masses of low-rate mail nor some of our complexities. But it has elements within its service which deserve most serious consideration on your part. American ingenuity should be able to devise a system whereby our Postmaster General could submit a comparatively satisfactory annual report. I suggest that our Postmaster General should be required to submit a report to the Senate and the House of Representatives.

Mr. KILGORE. Mr. President, I am a Senator from West Virginia. I am a Senator from Texas. I am a Senator from Tennessee. I am a Senator from Virginia. I am a Senator from North Carolina. I am a Senator from South Carolina. I am a Senator from Georgia. I am a Senator from Florida. I am a Senator from Alabama. I am a Senator from Mississippi. I am a Senator from Louisiana. I am a Senator from Arkansas. I am a Senator from Missouri. I am a Senator from Illinois. I am a Senator from Indiana. I am a Senator from Ohio. I am a Senator from Pennsylvania. I am a Senator from New Jersey. I am a Senator from New York. I am a Senator from Connecticut. I am a Senator from Rhode Island. I am a Senator from Massachusetts. I am a Senator from Vermont. I am a Senator from New Hampshire. I am a Senator from Maine. I am a Senator from New Brunswick. I am a Senator from Nova Scotia. I am a Senator from Prince Edward Island. I am a Senator from Newfound-land.

The  
Reporter  
goes to  
CONGRESS

Some one speak in defense of the post office. In defense of Congress, for there are two sides to every argument. At the risk of being labeled a traitor to my side, whatever that is, I respectfully submit a few suggestions which might help to clear the air.

First. An optimistic note.

Report of the Deputy Postmaster General

Fiscal year	Net revenue	Expenditure
1941	\$40,380,396.47	\$40,380,396.47
1942	45,983,871.81	44,741,111.11
1943	48,989,782.24	48,485,111.11
1944	61,053,919.37	58,222,111.11
1945	66,071,815.89	64,729,111.11
1946	68,635,556.07	64,214,111.11
1947	72,996,928.19	72,945,111.11
1948	77,770,467.33	77,770,467.33

That Mr. Canada is 10 years old. But the last time Mr. Canada was in the Senate was in 1939. But the last time Mr. Canada was in the House was in 1939. But the last time Mr. Canada was in the Senate was in 1939. But the last time Mr. Canada was in the House was in 1939.

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## Specialized TENSION ENVELOPES STAND THE GAFF!

Protecting its contents against extreme conditions is an envelope's prime purpose in life. No matter how smart looking it may be or how easy it is to handle, an envelope must first prove its stamina and durability in the job for which it was created.

At Tension, the need comes first. Before visualizing how a proposed envelope will look, designers carefully study what the completed envelope must do. In this purposeful planning, Tension designers have turned out envelopes to contain sand samples without sifting . . . envelopes that are actually waterproof . . . envelopes that withstand the humid heat of the Tropics . . . envelopes that expand to hold a hundred sheets or more without straining of the seams.

As your local Tension Representative will explain, Tension Envelopes protect the cargo you entrust to them. More than that—they can save handling time, prevent mistakes, cut postage costs, promote sales and attract attention through clever design and beautiful display.

### Did you say—"TELL ME MORE?"

Write on your letterhead today, stating your envelope problem and asking for free samples of sturdy Tension envelopes, built to stand the gaff. No obligation, of course.

**ADDRESS THE TENSION FACTORY NEAREST YOU OR  
PHONE YOUR LOCAL TENSION REPRESENTATIVE**



*for every business use*

### TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.  
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.  
Over 100 Representatives Selling Direct to User

# ANNOUNCING: THE COXHEAD COMPOSING MACHINE

## Type composition for PHOTO-OFFSET!

### DIFFERENTIAL SPACING

There is no need for the operator to compute. This amazing machine automatically spaces out each letter to its natural width and gives the appearance of metal-cast typography as in this copy you are now reading.

### AUTOMATIC RIGHT HAND MARGIN JUSTIFIER

As the copy is "typed", another automatic mechanism spaces words so that the right-hand margin is evened with true typographic correctness....as you see in this copy.

### CHANGEABLE TYPE

With a mere twist of a knob, you can instantly change the type face to any selection of many different sizes and styles.

### THE TEXT OF THIS AD WAS COMPOSED ON THE COXHEAD "DSJ"

Now your customers will find photo-offset, in any quantity, much more economical, even when type composition is necessary.

The Differential Spacing produces the results you see in this copy....each character set in its natural width and space....automatically.

The new Coxhead Composing Machine provides you with instantly-interchangeable type faces and produces finished repro-proofs for all your type requirements. You can set in any size from 5½-point to 12-point and in any face....Bodoni, Garamond, Bookman, Sans Serif, and many others, in complete font. In addition, the Model DSJ Coxhead Composing Machine justifies mechanically. No need to compute letter-spacing or word-spacing. And the machine is so geared that copy can be set solid or leaded-out as much as desired.

Think of the advantages this machine offers you. You can set type for every offset job, from a post card to a catalogue. Jobs that were formerly too small to handle because of prohibitive typography costs can now be done profitably with the DSJ.

Many offset printers have already discovered how to produce high quality work at much lower cost by using the Coxhead Composing Machine. If you would like to know how it would save you time and money, send for complete facts including various specimens of Coxhead DSJ typography.

MODEL DSJ



### A COMPLETE SELF-CONTAINED TYPE COMPOSING UNIT

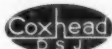
#### A FEW OF THE MANY TYPE STYLES

This is a specimen of the Coxhead DSJ Bodoni Style available in all sizes.

*Matching Italics are also available in the popular faces and sizes.*

For Catalog work and similar typography an Alexandria Light Face Style in all sizes.

Even six point type for footnotes and form work in all their clarity.



**RALPH C. COXHEAD CORPORATION**

720 Frelinghuysen Ave., Newark 5, N.J.

## Those two little words

### THANK YOU!

can be mighty important to the life of your business . . . to your sales figures . . . to your profit and loss statement.

Have you ever sent a written "THANK YOU" to your customers? Now is the time! You're out of a Seller's Market, into a Buyer's Market. Let your customers know you appreciate their business.

Send for our series of 6 THANK YOU LETTERS—no obligation, of course.



### MARY ELLEN CLANCY

250 PARK AVENUE NEW YORK 17  
(at 46th Street) Plaza 9-1520

#### Addressing

(By hand, typing or plates)

Multigraphing - Mimeographing - Mailing



## OFFSET USERS-

### Low Cost Typesetting!

Yes, Fototype gives you a way to knock out heavy typesetting costs and expensive delays. Sharp, clear letters on white card-stock or acetate make composition so simple that anyone in your office can handle it. Speedy Fototype saves up to 90 per cent over metal typesetting, puts control of production right in your hands! Ideal for setting heads, display lines, or complete ads. Whether your printing is done by quality offset, or a small office duplicator, Fototype will make typesetting a matter of minutes. Ask for FREE illustrated catalog showing method and specimen type faces. This entire ad set with Fototype!



1413 ROSCOE STREET, CHICAGO 13

# The REPORTER of Direct Mail Advertising

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## MAY 1949

### FEATURES

A Cure . . . For High Costs . . . Postal Rates . . .	6
How To Get Inquiries	10
How To Improve Business Correspondence	19

### DEPARTMENTS

Short Notes	5
Strictly Mail Order	15
Playing Post Office	24
One Advertising Man To Another	29

### GENERAL ITEMS

Watch Out For Rackets	31
Important Notice To All REPORTER Readers	33
Do We Have To Go Through All This Again?	34
The Line Forms To The Right	35
One Direct Mail Line Looking Up	36

### DIRECT MAIL DIRECTORY

37

### OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1500 DMAA Members receive The Reporter regularly as part of the association service.

A portion of their annual dues pays for the subscription.



# SHORT NOTES

## DEPARTMENT

► **YOUR REPORTER** (sic) will journey to Houston, Texas, on May 29th to attend the 45th Convention of the Advertising Federation of America. On May 31st he will try to tell the morning general session "How to Get the Most from Direct Mail in This Buyers' Market." He is hoping to meet many southwestern readers of **THE REPORTER**.



► **"PUTTING NATURE'S COLORS** to Work . . . with roofs that are daylight engineered" is title of a beautiful 20-page booklet issued by Flintkote Company, 30 Rockefeller Plaza, New York 20, N.Y. Director of public relations, L. Rohe Walter showed us a copy. First few pages give basic explanation of color effects. From there on, with help of colorful spots and illustrations . . . Flintkote shows what happens with vari-hued roofs on different style houses. Whole booklet is about colors, with no other selling points discussed. Nice job.



► **BUSINESS CORRESPONDENCE** over at Elastic Stop Nut Corporation of America, relating to their new product, the Es-nail, now packs an extra punch . . . because of the unusual die that has been added to company typewriters. They decided that as long as printed promotion carried a small nail to replace the hyphen in Es-nail . . . why not do the same in typing. So now all references to the item carry a nail-hyphen in red. If you want to see what it looks like . . . write to the company at 2330 Vaus Hall Road, Union, New Jersey.



► **"B-B-SHOTS"** is a 4-page, external house magazine sent to the 3000 customers, prospects and friends of Byer and Bowman (advertising agency), 203 East Broad Street, Columbus 15, Ohio. It's been going along for five years now . . . published every 2 or 3 months. Gus Bowman tells us that they've been able to trace some nice business to "Shots". **THE REPORTER** can see why. Written in informal and light-hearted vein . . . telling about different accounts, ad stories around Columbus and general items of interest to advertisers. Done by offset. Spot illustra-

tions throughout. Incidentally, we've just leafed through "Reporter's Handbook", mentioned in recent "B-B Shots". Thirty pages of suggestions to house magazine writing staffs. Single copies are free.



► **A CLEVER, COLORFUL** mailing piece was prepared by Cogens, Inc., 42 Weybosset Street, Providence, R. I. . . . to sell their mail advertising and printing. Illustration of a bell on front of folder . . . with movable die-cut clapper coming through slot. Move it . . . and message appears "Right with Cogens". On heavy stock.



► **AN INTERESTING** case history of testing was reported in recent issue of "Circulation Management". John Tillotson, publisher of "The Workbasket" and "Profitable Hobbies" tested about 200,000 names for effectiveness of hand-addressed labels vs. typed addressing on the envelope. List consisted of people who have redeemed soap coupons at stores. It was split three ways. Letting returns of typed address on envelope equal 100% . . . handwritten addresses on envelopes were 93.2% as effective, and typed addresses on labels 78.8% as good. Gives an idea of relative pulling power.



► **"PRINTACT"** is a new monthly publication issued by Edward Stern & Company, Inc., 6th & Cherry Streets, Philadelphia. It's a 12-page, 8 1/2 x 11 1/2" booklet, with a few short articles, some research and Direct Mail information and a feature article. The back cover and inside page advertises Stern service. A sample of their work is enclosed. Nice looking.



► **WANNA PRODUCE** a large income, build a better business, climb the ladder of success? Well, there are two books that are almost guaranteed to turn the trick. One, by "Cy" Frailey called "This Way Up", is sold by Grosset & Dunlap, Inc., 1107 Broadway, New York 10, N.Y.

(Continued on Page 38)

FOX RIVER



FINE PAPERS

Write  
more **SALE**  
into  
your **MAIL**



Free Booklets by  
**Dr. Robert R. Aurner**  
**INCREASE THE  
PULLING POWER  
of your business letters**

Your success with business letters is measured by *four* simple tests—and the fine cotton-fiber paper we've been making for 66 years, water-marked "by Fox River," is only *one* of the four ingredients of mail that makes you money.

Writing in the free booklet, *Money-Making Mail*, Dr. Aurner points out, "The real **PAY** is what you say." Then he helps you say the things that pay in second booklet, *How to Put SOCK in Your First Sentence*.

Eminent authority on letters, for 18 years Dr. Aurner was ranking professor of business administration at the University of Wisconsin — now heads our Better Letters Division.

Both booklets are ready for you — both free — write today — use business letter-head *only*, please. **FOX RIVER PAPER CORPORATION**, 2015 Appleton Street, Appleton, Wisconsin.

FINE PAPERS

by  
**FOX RIVER**

COTTON-FIBER BOND, ONION SKIN, LEDGER



R R R R

As I write this . . . I am thinking of an old friend of mine who died just ten years ago. When Homer Buckley gave me the news, I composed an obituary and printed it in the next issue of THE REPORTER, then just one year old. That obituary received widespread reading. It was reprinted many times.

Later when I was writing "Dogs That Climb Trees" I revised the story and used it as one of the

significant episodes.

During the last few months, listening to the moans of the people who are fearful of higher postage rates, or hearing the tales of woe concerning shrinking percentages, my memory has flashed back to Arizona State Prison and Episode Nine.

So just as I resurrected the ten year old "Hot Dog Story" a few months ago, I am now asking you to read . . . all about the bite of a mosquito.

# A Cure

for high costs

postal rates

poor business

and what have you

by Henry Hoke

## The Bite of a Mosquito

THE BITE OF A MOSQUITO once started a surprising chain of events . . . which eventually resulted in teaching me some important lessons about direct mail. I will have to go back into history a bit to catch up on this episode.

The wasted husk of a 28 year old confessed forger and confidence man lay on a bed in an Arizona prison tubercular ward . . . many years ago. His sordid story had been rehashed to a jury . . . and that jury had sentenced him to life imprisonment. He had been born of good Ohio stock, but he was a tempestuous, uncontrollable and unfathomable boy. By eighteen, he had learned that forging names brought easy money. He was kicked out of numerous schools and several jails. Easy money . . . hard living . . . wrecked before thirty. His family finally rebelled and "pensioned" him to Arizona . . . to die or live . . . but to bother them no more. A dead body in the desert was "tied" to him. The jury which sentenced him to life imprisonment for murder . . . simply saved him from the noose because the doctors gave the diseased lungs only a month to breathe.

The mosquitoes were terrific in the hot lowlands along the Colorado. The seventeen "lungers" in the open pavilion ward fretted and fumed. The bite of a mosquito drove to fury the newest inmate. He *must* have money for milk and eggs . . . but mostly for screens to keep out the murderous mosquitoes. It was impossible to cash a forged check in prison. He had to do something. He tore out of a magazine the advertisements of two curio dealers. He wrote two letters, offering to sell horsehair trinkets made by his fellow-bitten mates. Result: two orders. Money

. . . screens . . . milk . . . eggs. By the end of the year, forty curio dealers were being contacted and sold by letter. Prisoners were organized into manufacturing groups. Milk and eggs were plentiful. Mosquitoes were barred.

Then came a blow. A new prison management restricted the prisoners to *two letters per week*.

It was then that this unfathomable "Jekyll and Hyde" learned the secret of writing letters. He was limited to *two letters a week*. They had to be good. They had to pull. After years of crookedness, this convict learned that a letter with an obvious misstatement or an apparent exaggeration wounded itself. He learned that he had to write the simple truth about his goods. He learned that when he undertook to write nothing but the truth, he could do it with a force he had never felt before. He found that the truth, forcefully told, is the only strong lasting argument.

His two letters per week pulled results because he worked on those letters for a whole week. And he picked his prospects carefully.

During those years in jail, when he had learned his new power, he subscribed to the early magazines, such as *Printers' Ink* and *Letters*. He studied and began to make letter contacts with leaders in advertising. In 1912 the two-letter ban was lifted. He expanded his activities. His letters were quoted in ad club bulletins and magazines. His letters, sometimes sophomorically fervent, bristled with personality. Every word was like the grip of a hand, to draw in a helper, a buyer, a friend. He learned, too, from people who wrote to him.

(Continued on Page 8)

R R R R

# CHAMPIONS IN BUSINESS CHOOSE



## FOR QUALITY PRINTING, LABELING AND PACKAGING

Ask the men who buy paper for America's business and industrial leaders—the production managers, advertising executives and purchasing agents. Ask them why they prefer—and specify—Champion papers for fine printing, for distinctive labeling and packaging.

Paper experts will give you reasons a-plenty. But most important, they'll tell you, is Champion's unvarying fine quality. Fine quality, you'll learn, is the basis for Champion's reputation—the reputation that leads America to buy 2,500,000 pounds of its paper every day. The Champion Paper and Fibre Company, Hamilton, Ohio.

Mills at Hamilton, Ohio; Canton, North Carolina and Houston, Texas  
District sales offices: New York • Chicago • Philadelphia  
Detroit • St. Louis • Cincinnati • Atlanta • San Francisco

### THERE'S A

*Champion*

PAPER FOR EVERY  
PRINTING NEED



#### KROMEKOTE

For excellent reproduction with catalog covers, post cards and inserts, or for packaging and labeling quality products, this cast coated stock is ideal.



#### SATIN REFOLD ENAMEL

Meets every requirement for quality publication and advertising printing—thanks to top-grade enamel coating, folding strength and its receptivity to ink.



#### WEDGWOOD OFFSET

Superior in color, finish, and printability, this paper is unexcelled for fine lithography. It is available in a wide variety of weights, sizes and special finishes.



#### ARIEL COVER

Particularly effective for catalog covers, cards and displays. Available in white and eight colors, and in various weights, sizes and special finishes.



#### SPECIALTY PAPERS

Champion's specialties include bands, business papers, envelope, post card and papereries . . . all excellent reasons for you to specify Champion.

WHATEVER YOUR PAPER PROBLEM . . .

*It's a Challenge to Champion!*

Milk, eggs, air and a purpose cured diseased lungs. He organized prison welfare: hospital, theatre and work projects. Outsiders besieged him to write copy for them. He organized an advertising agency inside the prison walls . . . and he wrote booklets on letters. He wrote articles for advertising magazines.

Some of those articles and booklets . . . I found in the library at the University of Pennsylvania when I was searching for information about a subject which was not covered adequately in the advertising classes there.

By 1915, the convention of the Associated Advertising Clubs of the World by resolution urged the parole board of Arizona State to give this spirit freedom. His inspired, crusading letters forced, a year later, the formation of the Direct Mail Advertising Association. He became the first editor of *Postage* magazine, which appeared January 1, 1916. He edited it from jail. The chain started by the bite of a mosquito was multiplying rapidly.

The prison-song of sales brought money and reputation. Commissions to execute booklets, letters and campaigns poured in. His name was a by-word in the advertising trade journals. If you don't believe me . . . go to the New York Times morgue and ask to see the clips.

On December 30, 1922 the Governor of Arizona gave him the greatest Christmas present in the world . . . his pardon . . . after sixteen years for murder (still denied). He stepped out of prison into a \$10,000 a year job. But he left prison without money. Every cent he had earned had been spent on milk and eggs and projects for the prisoners. Jobs, adulation, speaking engagements, money . . . showered on him. He jumped here and there. He had no restrictions. He was flying high. I heard about this fabulous character at my first convention. In fact, he was there . . . but I didn't meet him.

I didn't hear the details of the story I have just told you until I met Louis Victor Eytinge several years later. I had landed a pretty big job . . . to conduct a sales campaign for an important business organization. The product was technical in character and I had cold feet. I was afraid

that I was not well enough equipped to handle the creation.

One day I told my customer: "Why not hire the best direct mail expert in the country to write this campaign for us? I can handle the details . . . but I'd like you to get the best advice you can possibly buy."

My customer told me to get in touch with Eytinge. I called him long-distance and he quoted a price which just about knocked the phone out of my hand. I told my customer what the man wanted. He agreed without a murmur. That taught me a lesson, too. I found out then that people appreciate creative services and creative ability just about in proportion to the amount they pay. I raised my price for writing letters after that experience.

At any rate, Louis Victor Eytinge came to Pittsburgh to write a cam-



paigned of letters for a very good customer of mine. He charged a high price but he did a marvelous job. He did it quickly. To tell the truth, he did it so quickly that he insisted on holding up the delivery of the letters and booklets for a week or so in order to make the customer think he had spent more time on them. For the rest of the waiting period, Louis Victor Eytinge regaled me with tales of his experiences. He told me his prison stories. He taught me many of the things he had learned about letters . . . and what made them pull best.

I never will forget the two-letter a week ban. If more letter writers could feel or simulate the tension of that restriction.

Too many letter writers get "sloppy" . . . because they visualize their letter going to a thousand, or ten thousand, or a hundred thousand, or even a million people.

Louis Victor Eytinge taught me to think in terms of one letter; to sup-

pose that I had only one chance to make the sale; that I was appealing to only one prospect; that I must not fail on that one letter. Even today, when I compose a multiple-sales letter in longhand or by dictation . . . I start out "Dear Jack" or "Dear Paul" or "Dear Gene" . . . some actual person I know and can see mentally.

Although it adds little to the present story, I should record the final chapter of this episode.

Within five years after Louis Victor Eytinge was pardoned from Arizona Prison he was in trouble again . . . this time on a check charge. It happened in Pittsburgh . . . although he was not working for a customer of mine at the time. He just traveled through Pittsburgh and left a trail of worthless checks. Behind the bars in a Pittsburgh jail, he told me he was lost in the outside world and had only recently written to the Arizona warden asking that he be taken back. He told me, "Don't worry about me, Henry. I feel at home here." I was heartbroken over the situation. With the help of a few friends, I managed to get him paroled again. We got him a job. He paid back his "obligations." But he was sometimes "Jekyll." Sometimes "Hyde." His name gradually dropped out of the picture.

I saw him last in Chicago during the summer of 1938. He was 59 years old then. The uncontrollable had been controlled by laws of nature. He was making good on a job. His genius for writing was still great. He asked me *please* not to give him any publicity. He smiled at his broken memories and the mess he had made out of the big promises of 1920. "Hyde" was dead. "Jekyll" just wanted to be left alone with what might have been.

In April, 1939 "Jekyll" too, died. Broken in health and lonely, Louis Victor Eytinge . . . unsung and forgotten . . . was buried on a hillside in Kane, Pennsylvania, where I hope he found a peace he didn't attain in life.

I know that I, personally, owe a debt of gratitude to Louis Victor Eytinge . . . for the important lessons he taught me. He undoubtedly gave direct mail its greatest boost and incentive . . . back in the years when

direct mail needed to be organized. Let the fact that he stimulated many others be his monument.

That's the end of the story of Louis Victor Eytinge who died ten years ago.

It shouldn't be necessary for me to point out the moral . . . or to prove how appropriate it is right now, today, this month, next month, this year.

The way to cut costs and get around any possible increase in postage is . . . to do a better job with the amount you can afford to spend. We've all grown too damn soft in the lush days of easy selling and big lists.

I'll repeat . . . if we could all feel the tension induced by the restriction of two letters a week, we'd do a better job.

How do you know you need 2000 or 20,000 or 200,000 letters or folders? How do you know but that 1000 or 10,000 or 100,000 better planned or better written pieces would pull more business?

The lush years caused the "Death of a Salesman" in many organizations. Today, the salesman must be revived, reincarnated.

I leave the case with all of you. Whenever you feel discouraged, whenever you are fretting about poor results or high costs . . . review the story of a peculiar character who learned about writing letters in jail.

## SIGNS OF THE TIMES

The City of Glass (a nursery) on Melville Road, Farmingdale, L. I., New York recently mailed an interesting postal card. The heading reads: "Good News! No Spring Catalogue for the City of Glass!"

Then this explanation:

Due to the sharp drop in prices of most garden merchandise, our spring garden catalogue has become obsolete! Our low spring prices have plunged even lower! We are therefore calling your attention to our large listings of garden merchandise which appear in the following newspapers:

Thirty-five newspaper insertions were listed under seven different dates. Good example of skillful (and economical) tie-up between newspaper and Direct Mail advertising.

MAY 1949



FOR A

## TELL AND SELL PERFORMANCE

*Step right out, Mr. Advertiser . . . your audience is waiting! PONTON has packed the house, as usual, with hand-picked prospects for your product or service. It's the kind of set-up PONTON can arrange for you promptly at any time—BECAUSE PONTON LIST SERVICE IS DIFFERENT!*

**EVERY LIST INDIVIDUALLY COMPILED**—made-to-order to do the job you want done—built expertly from the very latest sources that are kept revised right up to the minute.

**VERSATILITY UNEQUALLED.** Ponton lists are available on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**SPEED, ACCURACY**—guaranteed maximum!

**24,000 CLASSIFICATIONS** readily available. Other special lists promptly and efficiently supplied. **LATIN AMERICAN** lists a specialty!

**COMPLETE FACILITIES** for addressing and mailing jobs of any size.

### COMPLETE CATALOG

*Direct Mail advertisers are invited to write for Ponton's famous LIST O'TRADES, the most complete Mailing List Catalog published. Write to Dept. R-4.*

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

635 Avenue of the Americas, New York 11, N. Y.

# how to get inquiries

five rules for getting more . . .

seven rules for getting fewer . . .

and some practical warnings

by

howard dana shaw

He called me on the phone and told me in mournful tones how he bought a book on letters and wrote a good one but nobody sent in the card. How could people be so stupid they would pass up a marvelous offer like that!

You know how the song goes. You probably hear it as often as I do. They think there's nothing to it. Just write and let 'em know—and back come the inquiries.

Getting inquiries is not easy! . . . And the beginner or the layman has to find it out the hard way. Yet, even so, I think a still commoner mistake in inquiry-getting is *too many*. I see an awful lot of cases where they push for quantity, and the quality is horrible.

So there is a science to getting fewer inquiries (and better ones), and we'll talk about that, too. But first, may I inscribe on green jade a venerable saying of Confucius (or if Confucius didn't say it, he shoulda): "He who does headwork first save much finger work."

Specifically, what I mean is this: Before you start to write an inquiry letter, I believe you should do two things:

**First** . . . you should keep in mind that you are not trying to make a sale, you are trying to get an inquiry. It's easy to confuse the issue in your mind, and first thing you know you're giving the reader both barrels as though your sole aim were to consummate a sale. You say too much, or say the wrong things. The trick, naturally, is to keep everlastingly before us the goal of the letter—to

motivate the reader merely to send in the card.

**Second** . . . it is important to *think through* the kind of inquiry you want. Do you want as many names as you can get, so you can build a nice big mailing list, or so you can encourage your salesmen to make a large number of contacts? Or, on the other hand, do you want to sift out a very few names that are high grade in the sense that they are qualified (by age, income, family, occupation, etc.) or are ready to buy? It will pay you handsomely to give real sober thought, with pencil and paper in hand, to this question of the type of people you wish to reply to your letter—how selective you want to be, and what you are going to do with them next.

There are so many kinds of merchandising plans, of mailing lists, of products, so many varieties of prospects and inquiries, that it seems almost foolhardy to try to formulate exact rules. But you have to have something to go by; and if you've been in the business of fishing for replies since as far back as you can remember, you unconsciously find yourself setting down a rule here and a principle there.

So, suppose we make a stab at it, anyway. Suppose we talk about how to get more inquiries, and then how to get fewer (and better) inquiries.

## For Quantity

1. The first rule for getting inquiries is the same identical rule that applies to any letter that is expected to produce an effect: *Keep in mind*

*what you want done*. The first thing you seek from an inquiry letter is an inquiry. Not a sale or a good word or a prospect's name or a pleased reader or a religious conversion—but an inquiry. You want the card back. So focus your mind and your writing fingers on the return of the card. Harp on it, and sing about it. The card is more important than the product right now, so talk about it. You'll find it doesn't much matter what you say about it—just talk about it.

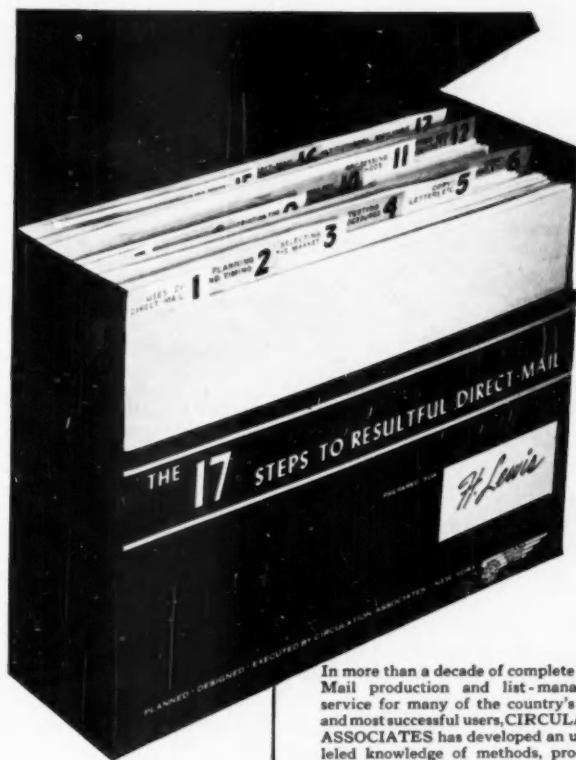
2. *Make the offer plain*. Describe what you offer to do, and what the reader is supposed to do, in crystal clear, simple language. This is "the point of the letter", and with modern readers you must come to the point quickly and clearly, without wasted time.

3. *Talk in terms of benefits*. Tell the prospect what it means to him, not necessarily to buy (yet), but merely to send in the card. If you offer a booklet or gift, play it up. Describe it, sell its value, and print a picture of it.

4. From beginning to end, weave in the I.P.P.—the *indefinable psychological push*. There's nothing else like it, and I don't know how to identify it except you can smell it and feel it a mile away. It's a certain sense of urgency which enthusiastic and skillful letter writers attain. It's a contagious spirit that the reader catches. But you have to be careful. I see many letters which strive for enthusiasm and miss the boat because it isn't genuine. It has to be plausible and conservative to snare modern

(Continued on Page 12)





Now Available To  
Direct-Mail Users

## THE SEVENTEEN STEPS

To Resultful  
Direct-Mail  
Advertising

### Contents Of "The SEVENTEEN STEPS To Resultful Direct-Mail Advertising"

1. Uses of Direct-Mail.
2. Planning and timing.
3. Selecting the market.
4. Testing procedures.
5. Copy: Letters, etc.
6. Copy: Folders, etc.
7. Layout and design.
8. Processing the letter.
9. Printing the literature.
10. Self-mailers.
11. Addressing methods.
12. Tricks and gadgets.
13. Analysing the returns.
14. Record-keeping systems.
15. Major postal regulations.
16. Direct-Mail in research.
17. Institutional mailings.

In more than a decade of complete Direct-Mail production and list-management service for many of the country's largest and most successful users, CIRCULATION ASSOCIATES has developed an unparalleled knowledge of methods, procedures and devices for handling every step of a Direct-Mail campaign.

Now we have codified and classified this knowledge into "THE SEVENTEEN STEPS To Resultful Direct-Mail Advertising"... a complete PRACTICAL course in Direct-Mail techniques and procedures in convenient desk-file form.

### AN INDISPENSABLE MANUAL

Direct-Mail users who have seen the course have called it an indispensable "work-bench" manual of TESTED methods of daily value in the planning and production of Direct-Mail EVERY STEP OF THE WAY from the first concept of a mailing piece or Direct-Mail campaign to the final analysis of returns!

In addition to the authoritative discussions of every phase of Direct-Mail procedure... lists, copy, reproduction methods, layout, artwork, letter-shop operations and eleven other major factors... the course will include a profusion of actual samples of currently successful Direct-Mail together with such indispensable working-tools as production, scheduling and result

record-forms, paper samples, color charts, trick folds, "gadgets" and other "show-manship" methods and materials.

**ATTRACTIVE DESK-FILE CABINET INCLUDED**  
To keep the course conveniently at hand for immediate reference we have designed a special desk-top filing cabinet to accommodate not only the 17 sections of the course but any collateral material you may add to build up your own current-reference file of resultful Direct-Mail.

The seventeen sections of the course will come to you at intervals of three weeks, each complete with all of the data and samples pertaining to that section. At the conclusion of the series you will have a comprehensive and UP-TO-THE-SPLIT-SECOND manual of Direct-Mail procedure that will find DAILY application in the preparation of ALL your Direct-Mail advertising.

### TO DEFRAY PRODUCTION COSTS IN PART

Many thousands of hours of effort have gone into assembling the material for "THE SEVENTEEN STEPS" and many thousands of dollars into its preparation. To meet this expense, in part, the complete project... specially designed file, specially prepared "lectures," samples and reference material... is being offered to Direct-Mail users at the token cost of \$7.50 for the complete course.

What is more, the full purchase price will be refunded at ANY TIME and without question to anyone who fails to find "THE SEVENTEEN STEPS" an indispensable aid in the preparation of more RESULTFUL Direct-Mail. Return the coupon today and the file cabinet, sample material, and Section 1 of the course itself will be forwarded to you immediately!

### CIRCULATION ASSOCIATES

Direct-Mail Suppliers • List Compilation And Maintenance • Stencil-Cutting • Triple-Head Multigraphing • Offset Lithography • Letter Press Printing • Addressing • Mailing • Complete Mail Campaigns

1745 Broadway • NEW YORK 19, N. Y.

CIRCULATION ASSOCIATES, 1745 Broadway, New York 19, N. Y.  
Send me "THE SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL ADVERTISING" with special file cabinet and supplementary material as offered in your advertisement, at a cost of \$7.50 complete.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

sophisticated readers. You have to mean what you say, so it kindles the imagination.

5. *Clear the road for action.* Ask a single action, make it easy, tell them precisely what to do, and assure them there's no obligation or commitment. The reason many folks fail to take up your invitation to inquire is that they hate to feel obligated or tied down; so tell them it ain't so.

As with any letter that goes to a stranger, the first sentence is crucial, and you'd probably like to see some samples. I can give you a guide that you can make money out of. In fact, I've already done it. Just talk about the card. This is almost sure-fire, and I have used the trick dozens of times. With today's impatient prospects, it seems to push the button. For instance, you can say, "The enclosed card is important," as I did not long ago in a letter that brought very gratifying returns. Or you can start with, "The enclosed card, if mailed promptly, entitles you to a booklet . . ." That one broke all records. The old reliable formula for inquiry letters runs:

If you will X, we will Y.

In other words, state in simplest bald English that if the recipient will fill out and mail the card, you will do thus-and-so. He at least knows what you're driving at, and can decide by reading further whether he will do what you ask. This one got from 20 to 27 per cent response over a long period of time: "If you will mail the enclosed card back to me as an indication of your interest, we will send you promptly a free copy of a special report just published . . ." Here are other examples of inquiry letter openers that were successful:

*We are addressing this letter to you as an official of one of a small group of selected firms, to invite you to accept an offer.*

*How would you like to be paid for the time you spend in bed?*

*It may surprise you to get this letter from us.*

*As one executive to another, I don't have to remind you of rising wages and material costs.*

*I'd like to tell you about a new kind of business magazine.*

*You are eligible for the contracts*

*and services of a specialized, endowed, non-agency life insurance company.*

(Editor's note: See also the ten successful opening sentences cited in Mr. Shaw's article, *How to Start to Write a Letter*, which appeared in the February, 1949, *REPORTER*.)

### Aiming at Quality

Now for the reverse English—how to get a better quality of inquiries but not so many. In general, it's fairly obvious that the more you do to push for replies—the more you play up the attractions of merely inquiring—and the less effort you exert to cull down and select: the greater will be your returns in quantitative terms, and the lower your closure percentage will tend to be. That's why it pays to think out the kind of replies you want, and to keep your records so you know the final outcome in sales. In most cases, an inquiry should be looked upon as a *liability*—until it is converted into a sale. So beware of bragging about cost per inquiry. The story is not told yet.

Some mailings produce many low grade responses, and the natural tendency is to blame the list first. But it's often the fault of the letter too. Reply card and printed enclosure should work with the letter to qualify your replies. Looking through a fistful of leads in an insurance agency recently, I was floored by the number of over-age men who had inquired and by the number of cards which the agents had marked "destitute." The literature inviting requests for information should clearly have specified the age limitations and stated that no one would be eligible unless regularly employed. Here are some tangible hints for upping the quality of the cards you get back:

1. Lay down any requirements regarding age, occupation, family, etc.

2. Charge a nominal fee for the booklet or gift.

3. Write longer letters explaining more fully what you offer and what you sell. Include more information, do more selling.

4. Make the reader pay the postage (thus eliminating prospects who are not so serious).

5. Make the reader write his name and address on the card (instead of giving him a card ready to mail). Or omit a card and make him write a letter.

6. Talk serious business and offer material descriptive of your product or service (instead of offering unrelated gifts).

7. Make your headline and opening sentence selective ("Here's an unusual invitation for home owners," for instance).

The typical average inquiry offer is an offer of information. Human nature being what it is, however, you can usually persuade more people to send for the information if you throw in a special inducement of some kind. And that's where the free gift comes in. Of course the gift may be a booklet describing the product, or it may be totally unrelated. Here are some pin-up precepts on the premium gift:

(a) The more expensive your product or service, the finer the gift should be.

(b) The harder your product or service is to explain, the more you need a gift that talks business and the longer the story should be.

(c) The more selection you want to exert in inviting inquirers, the more your gift should tend toward straight description and sales copy on your product or service. Gifts chosen for drawing power draw more inquiries but they're apt to be of a lower sales value.

(d) If your gift is picked primarily as a drawing card: then the more you play up the gift in your letter, the more inquiries you will get; and the more you play up your products or service (with the gift mentioned secondarily), the fewer and better inquiries you will get.

(e) The gift offers you the opportunity of a "hurry-up" handle which you need whenever you ask action by mail. You can always have a "limited quantity" of the gift, or promise it for "prompt action," etc.

Getting inquiries is a basic operation in many lines of business, and too little sound thinking is done in most cases before the copy is whacked out. The above may best be termed a general introduction to how to do it.

*the watermarked bond*

*for all*

*fine-bond uses*



**Mead Bond**

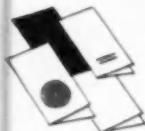
**READ  
ALL ABOUT  
IT!**



If you're in the mood for sampling the great variety of papers that make up the Mead line, we will be glad to send you demonstration pieces that show the wide range of Mead Papers, including the Dill & Collins and Wheelwright brands.

For the discerning businessman, there is the Mead line of fine watermarked business papers: Mead Bond, "The Bond of American Business," Mead Mimeo Bond, Duplicator and Ledger. And for all inter-office and utilitarian uses there is the low-cost Moistrite line of business papers, including Moistrite Bond, Mimeo Bond, Ledger, and Duplicator.

For the buyer of printing and advertising papers, there are Mead Moistrite Offset, Mead Opaque, and Moistrite Opaque, as well as such long-established coated papers as Mead Process Plate, "The Economical Process Coated Paper," Meadfold Enamel and Meadgloss

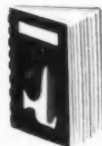
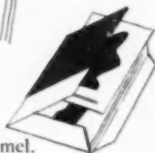


Offset Enamel, D & C Black & White, Printflex Cover, Richfold Enamel, and Richgloss Offset Enamel.

Among the sturdier grades classified as covers, indexes, bristols, and blanks, a number of Mead Papers stand out: Wheelwright Fiberfold Bristol, for instance, along with Superfine and Olympic Bristol, Strongheart Index, Spotlight Cover, and Leatheright Cover.

And for converters and the many others who use paper in special ways, The Mead Corporation manufactures a long list of specialties, including Mead Corrugating and Liner Board; Mead Heat-Seal Label Paper; Mead Locker and Home Freezer Paper; Laminated, Impregnating, and Waxing Papers.

Have you a problem that involves paper? Printers and Mead Merchants in principal cities throughout the country are ready to serve you with "the best buy in paper today."



**THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"**



The Mead Sales Company, 230 Park Avenue, New York 17, N.Y.

Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton

## Strictly Mail Order

Reporter's Note: This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

The Arizona Dawn Gardens people in Phoenix (fruit growers & shippers) are producing some powerful promotion pieces. They differ from the accepted formulas.

Recent mailing was made up of letter, an 8" x 9", 8-page booklet with pictures of the picking and sorting operations and of the boxes of fruit (in 4-colors); and a 6-page folder that pictures and tells more interesting facts, in magazine story style, about the Gardens. Also an order blank.

The added informational folders seem to build up desire for the product . . . in a manner not possible in the usual selling circular.

Hammacher Schlemmer, "The House of Fine Housewares", 145 East 57th Street, N. Y. 22, N. Y. recently mailed 2500 processed letters written by Secretary W. H. Siebert to old customers throughout the country.

Name fill-in very well executed. Difficult to differentiate between it and body of letter. Also a smart, brown and yellow folder (6 1/4" x 9 1/2" when opened) . . . that describes the Beau Alarm. Order form on back.

Results were excellent. One hundred and twenty ordered. (Just under 5%.)

Here's the letter:

Dear Mr. Hoke:—

Haven't there been times when you wished you had a personal body guard?

BEAU ALARM is your answer! With a flip of the thumb a shrill, frightening

siren—exactly like the police use—sounds an alarm that can be heard at great distances or throughout the entire house.

No burglar, holdup thug or personal attacker dare stay anywhere near when a Beau Alarm is sounded. Suppose you are alone in the house at night and you hear unaccountable noises as if someone were breaking in. Sound the Beau Alarm. The intruder will run.

If you walk alone in the dark, carry a Beau Alarm in your hand or pocket. If any suspicious person gets too close you can drive him away immediately by simply pressing a button. Beau Alarm's inventor has made burglar alarms for twenty-five years and has positive proof that law breakers dread the sound of this wonderful little device.

It's better protection and safer than a loaded gun.

Don't live in daily fear. Beau Alarm is worth many times its price for the peace of mind it brings.

The enclosed folder tells you more about Beau Alarm. It's worth reading. Beau Alarm may be had in Ivory or Maroon plastic case and costs only \$12.50.

Order your BEAU ALARM today and be prepared for any emergency!

Very truly yours,

Hammacher Schlemmer

(Signed) W. H. Siebert

Larry Chait of the Wall Street Journal has just returned from a trip around the country.

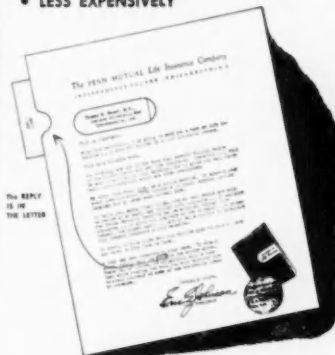
Here's his very interesting report of the mail order people he came across in his travels.

"I have just returned from my busman's holiday, Henry—three weeks of touring "mail order America." It has been a really thrilling and stimu-

(Continued on Page 16)

FROM  
**REPLY-O**  
LETTER to  
THOSE WHO USE  
**DIRECT-MAIL**  
Regularly . . .

**REPLY-O LETTERS**  
will do your selling job  
• MORE EFFICIENTLY  
• LESS EXPENSIVELY



### NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 18% and 32% replies. We have been able to trace 293 millions in business from an expenditure of \$27,000.00."

New England Mutual Life Insurance Company

"An elaborate broadside with return postcard enclosed produced 8% returns. The Reply-O follow-up produced 24% from the same list."

The Matheson Alkali Works, Incorporated

"Reply-O-Letter topped all records . . . brought in the highest number of contract dollars ever pulled by any letter we have mailed . . . 700 inquiries, twice the number we have been able to draw by other forms of direct mail."

F. W. Dodge Corporation

To save you time, send along the following information when you request samples.

Frequency of mailings.  
Average size of mailings.  
Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

**REPLY-O PRODUCTS CO.**

150 W. 22nd St. . New York 11, N. Y.

lating experience meeting the brilliant men and women around the country who have the job of "grinding letters into one end of a machine and watching checks flow out of the other."

"In Fort Worth there is a little lady of seventy named Miss Maxey who 'helped break out Texas' fifty years ago. She sells ranches by mail—and her only mailing piece is a penny postcard. Her most recent sale, as a result of this elaborate effort, was a 55,000 acre kingdom with a sale price of \$330,000! Like a proud Texan, Miss Maxey greeted me with the thought that I had come to her state to get my 'current changed'—after talking to her I was certainly well charged!

"Sixty years ago a father and two sons settled in Pueblo, Colorado. They toured the countryside in a horse and buggy gathering metal scrap of all kinds—and doing a little odd trading as they found opportunity. The horse and buggy outfit is now Bernstein Brothers Pipe and Machinery Company—labeled by Morris Guss, present Bernstein mail order man, 'The Macy's of the Mesa.' This organization sells anything from a pipe elbow to half-track or a \$45,000 supercharged 70 ft. boom Diesel shovel by mail. How would you like to try to dramatize galvanized culverts in a direct mail appeal?

"There is a magnificent flight along the Rockies from Pueblo to Santa Fe. I'd heard vague rumblings that there were some pretty smart men in that colorful New Mexico town and made the jaunt. Santa Fe seems very far indeed from the corner of Broad and Wall but a lot of our people ought to go to school among the fabulous direct mail men one meets there. The story goes that the streets of Santa Fe were laid-out by a drunken Indian riding a blind burro on a stormy night, so it will be just as well if you hire a native of the town to guide you to Andy Anderson or Webb Young or Wayne Mauzy. You will find these men doing business in rambling adobe structures built around 1600 near the site of the old Santa Fe trail. You have seen their advertising in many national publications—the colorful tie designs of 'Webb Young, Trader'; the biscuit baskets of Andy Anderson under the trade name of 'Southwest Gifts' or 'Gift Craft'; Wayne Mauzy's advertising of 'Old Mexico Shop' huarachos.

"It is worth the trip to Santa Fe just to talk to these men—brilliant merchandisers every one of them. Some day an enterprising author could write a best seller on the colorful life of Andy and Georgianna Anderson alone!

"Not too many years ago in Kansas City, Missouri, a man named John Tillotson sat with his wife at their kitchen table engaged in addressing a few mailing pieces—penny postcards. They were promoting a little magazine called 'The Workbasket.' Circulation resulting from that initial effort has now grown to 1,200,000—and John Tillotson and his wife now have a huge mail order organization.

"Kansas City is a swell town in which to meet and talk with mail order men—skilled practitioners like Johnny Walker of Postal Life and Casualty Insurance; DMAA president Dale Ecton of TWA; Martin Baier of Tension Envelope and many, many more.

"For a real view of 'America in Midpassage' some of our Madison Avenue copywriters could spend many a profitable hour with Perce Harvey in Topeka. Perce, and his wife Esther, create the colorful and imaginative advertising promotion for the Capper organization—and for numerous other clients of their agency. It would pay anyone in this business to write and ask Perce for a set of the Capper direct mail promotion pieces—they are brilliantly conceived. The Harveys had their fling at the so called 'big time'—and chose Topeka. After the midnight gab fest in front of the crackling Harvey fireplace I could see the wisdom of their way!

"There are hundreds of stories about our colleagues, Henry—their friendliness and hospitality just about bowls over a stiff-necked Wall Streeter like me! Fellows like Sam Pace of the St. Louis-San Francisco Railroad; W. J. van Wormer of McCormick Armstrong in Wichita; Hanson Pigman, circulation manager of the Oil and Gas Journal in Tulsa; The Taylors of the Mayan Book House in San Antonio; Glenn Young of the Peace Publications in New Orleans; Vern Baumgarten of Wurzburg Brothers in Memphis—they are a wonderful, wonderful crew. I'll be happy to help with the itinerary if anybody wants to 'go thou and do likewise.'

"But I'd better wind up this lengthy epistle with a story about that colorful Texan and astute mail order operator M. P. Brown of Fort Worth. 'M. P.' with a gleam of humor in his eye, introduced me to one of his associates as 'the damyankee down from the North to steal our eye-teeth.' I countered with the reply 'no, I am just here to learn how!'

"Henry, it was all in good fun, but truer words I never spake!

(Signed) Lawrence G. Chait"

The Block Shop, 53 Wall Street, New Haven 11, Connecticut recently made a very successful Easter mailing. They sell "educational" toys.

Merrill Lindsay of Lindsay Advertising, 95 Crown Street, New Haven 10, Connecticut told us all about their creation.

Mailed in a small box under 3c postage to 6362 very carefully chosen customers and prospects . . . pretty lively-colored plastic Easter eggs. Large yellow label was attached to egg by string. Inside . . . a small, 3' x 6' sheet of paper with following rhyme:

#### THE EGG AND YOU

Grown folks, halt! This isn't for you. But there is one thing that you can do—See that this message trips on the tongue Of those in your home whose years are young:

\* \* \*  
Listen, young people, and you shall hear  
Of the Easter offer of the year.  
Take the tag with the name upon it,  
Put on your neatest, sweetest bonnet—  
(A boy wear a bonnet? He wears a hat!  
Well, go right ahead and put on that.)  
Whatever you wear  
To cover your hair,  
Go hippity-hop  
To the old Block Shop  
On the street called Wall  
Near the Telephone Building standing  
so tall.  
Another egg will be given you—  
Red, yellow, green—or maybe blue—  
With a gift inside as tiny as tiny,  
Yet one that can grow to be big and shiny  
With beautiful colors from a far-off place,  
Dainty and lovely as delicate lace.  
What can it be?  
That's the mystery.  
Go to the old Block Shop and see.  
If you live too far for a personal visit,  
You still can get this quaint what-is-it.

(Continued on Page 18)





Top: **COLUMBIAN CLASP**, the most famous trade-marked envelope in popular use today. In 24 sizes from  $2\frac{1}{2} \times 4\frac{1}{4}$  to  $12 \times 15\frac{1}{2}$ .

Center: **COLUMBIAN FLAT MAILER**, with heavily gummed flap and stout seams. Made of tough, glazed brown kraft paper. In 6 sizes from  $6\frac{1}{2} \times 9\frac{1}{2}$  to  $10 \times 15$ .

Bottom: **COLUMBIAN AIRMAILER**, companion in make up to the Flat Mailer, but with Jet-Wing border design. In  $9\frac{1}{2} \times 12\frac{1}{2}$  stock, or any size specially printed on order.



**OVER RAIL**



**OR IN THE AIR**



## American Business **MOVES** in Envelopes like these

*... and moves with certainty*

At one time or another every mailing room (yours included) needs these three envelopes:

*Columbian Clasps* to mail, via 3rd or 4th class, catalogs, ad mats, counter cards, broadsides and a host of other printed pieces.

*Columbian Flat Mailers* to send reports, manuscripts, documents—large mailings that must go first class.

*Columbian Airmailers* to hustle any large single mailing through the clouds.

Your local supplier has these U.S.E. Envelopes in stock, or can quickly get them for you. Ask him to show you samples . . . then order what you need to round out your mailing room efficiency.

E-54

**UNITED STATES ENVELOPE COMPANY**

General Offices—Springfield 2, Massachusetts

**DIVISIONS FROM COAST TO COAST**

World's Oldest  
and Largest Builders of  
**PNEUMATIC TYPING EQUIPMENT**  
now Present...



The New  
**Selector Auto-typist**

Here is a new miracle of speed and efficiency never before attained in a pneumatic machine of this type. And back of it are 40 years of experience in pneumatic machine operation.

On this particular machine there is a perforated record roll—similar to the record roll on a player piano. This roll is large enough to accommodate from five to twenty different letters. While the operator types the name, address and salutation, the machine

automatically "selects" the letter to be written—and then types it with absolute accuracy and twice as fast as a skilled typist could do the work manually.

The use of the machine for regular typing is not impaired by the Auto-typist mechanism which is entirely enclosed in the modern functional desk as illustrated above.

We will gladly send full particulars upon request.

**The Auto-typist**

614 N. Carpenter Street, Dept. 25

Chicago 22, Illinois

**MAIL FOR LITERATURE**

THE AUTO-TYPIST

614 N. Carpenter St., Dept. 25, Chicago 22, Ill.

Without cost or obligation, please send information about the new Selector Auto-typist.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

Just send the tag back at once without fail  
And receive the gift by Uncle Sam's mail.  
(More, too, you can do,  
If it pleases you—  
To save the trouble of extra shopping  
Add a list for your Easter shopping.  
Our catalogue items already embossed  
Can be quickly supplied at nominal cost.  
Specially wrapped for Easter and spring  
With ribbons and bows and everything.)

Results were closely tabulated . . .  
and showed a fine response.

Kids started pouring in, asking for  
the gifts. Also mail requests.  
Personal visits accounted for 1032  
eggs, with 547 by mail.

Incidentally, in 1100 of the original  
eggs, which were sent to out-of-town  
districts, a mail order ad (which  
appeared in "House Beautiful") was  
inserted. Coupon offered an Easter  
basket with surprises inside . . . for  
\$2.00. Of these, 208 orders came in.  
The insertions in House Beautiful  
tabbed 557.

**Stop Us If  
You've Heard This One . . .**

A new bank clerk, dictating, was  
in doubt as to the proper use of a  
certain phrase, so he said to the stenographer, "Do you retire a loan?"  
And the wistful-eyed one replied  
rather coyly, "No, I sleep with  
mama."

from "Time trial" h.m. of the  
Steel City Electric Company  
Columbus Ave., Pittsburgh 12

he-he

Sign in the subway entrance in Chi-  
cago: "Have a Frankfurter and Roll  
Downstairs."

from "Effective Selling" h.m. of  
The Hitchcock Publishing Co.  
542 South Dearborn St., Chicago 5

he-he

An officer of ancient Rome, called  
away to the wars, locked his beauti-  
ful wife in armor, gave the key to  
his best friend, with the admonition,  
"If I don't return in six months, use  
this key. To you, my dear friend,  
I entrust it." He then galloped off  
to the wars. About 10 miles from  
home, he saw a cloud of dust ap-  
proaching, and waited. His trusted  
friend, on horseback, galloped up  
and said, "You gave me the wrong  
key."

from "In Transit", h.m. of  
The Atlanta Envelope Co.  
Atlanta, Ga.

# How to Improve Your Correspondence

by Sybil Lee Gilmore

*Reporter's Note:* Here is one of the most helpful articles you have ever read. Everybody talks about improving general correspondence ... but very few do anything about it. Only a handful can tell you exactly how to go about setting up a correspondence supervision program. And some of those who know won't tell. The REPORTER has tried for years to get a down-to-earth article which didn't get involved in complicated details. Finally we found Sybil Gilmore, who is correspondence supervisor for the Standard Register Company of Dayton, Ohio. She knows what she is talking about ... because she is doing a really good job.

As one of your steps during 1949 in cutting costs and making your Direct Mail more effective ... start correspondence training and supervising in your company. That advice is good for small as well as large companies. And remember that letters, plain ordinary business letters, are the basis of all Direct Mail.



It is generally conceded, I believe, that business correspondence as a whole, the kind that results from just "doin' what comes naturally" without any training, is inferior. For that reason, many companies have set up correspondence improvement programs. Such is the case at The Standard Register Company, manufacturer of continuous forms record systems.

The objectives of our program are three:

1. To produce high-quality letters that will serve as creditable representatives of our company—ones that will build business and promote good will.
2. To produce these letters with a minimum of effort on the part of those involved.
3. To produce these letters at the lowest possible cost. (Now remember, I'm talking about high-quality letters. We are not interested in reducing expenses at the sacrifice of effectiveness—by using cheap letterheads, by having fast typists who are inaccurate, by using preprinted form letters when individually dictated ones are desirable, or by shortening letters to the point of curttness.)

The letters I found upon entering my present position as correspondence supervisor in the fall of 1945 did not fairly represent the high-quality products, efficiency, service, and friendly spirit of our company. Those letters, I believe, were typical of those going out from many companies where no training has been given. Below is a list of prevalent weaknesses, together with a few actual examples I ran across before the correspond-

ence program was begun.

1. Lack of standardization of make-up. Although letters typed in our centralized Transcribing Department were set up in the pure block form with open punctuation, those written by secretaries and stenographers varied in form.

2. Improper placement on the letterhead. Out of 2,500 outgoing letters selected at random, approximately one half were too high or too low, or the margins were uneven.

3. Mistakes in grammar, spelling, and punctuation. In the 2,500 letters, there were 300 serious mistakes in grammar or sentence structure. One of the most common was a lack of agreement of the verb with the subject, such as, "Enclosed is the invoices requested." Other particularly frequent errors were "leave" for "let," "don't" for "doesn't," "myself" for "I" or "me," and "who" for "whom" or vice versa.

Here's one letter that illustrates not only mistakes in grammar and sentence structure but practically every other possible flaw!

"Referring to our letter of May 26 concerning unpaid balance. We shall appreciate it if you kindly arrange to leave us have your check at this time. Enclosed you will find postage-free envelope for your early reply."

Out of the same 2,500 letters, there were 80 misspelled words. No count was made of the number of times each was spelled incor-

rectly, but such words as "accommodate," "incidentally," "recommend," and "supersede" were runners-up. "Affect" and "effect" were repeatedly confused, as were "principal" and "principle."

No attempt was made to record the mistakes in punctuation, but they were numerous.

4. Delays in answers of follow-ups. Some letters were not answered for a month or so after receipt. A letter dated October 29 began: "By this letter we acknowledge receipt of your order of October 1" and ended: Thank you again for your order. You may be assured that we will handle it with our usual prompt and efficient manner."

5. Inconsistencies of policies. Two correspondents sitting side by side in the same department sometimes handled identical situations differently.

6. Repeated dictation of the same or almost the same letters. I remember seeing copies of 100 exact letters that had been dictated.

7. Statements that reflect unfavorably upon an individual, a department, or the company as a whole, as: "Your letter of October 2 has finally reached this department after laying stagnant on the desk of a correspondent in the Order Department."

8. Long, rambling letters. When some were revised for effectiveness, it was found that in several cases as much as ten minutes could have been saved in transcribing time—to say nothing of the dictator's time, and the recipient's time and patience.

9. Trite phraseology. Out of 800 letters taken at random, there were 1,440 whiskered expressions, or approximately two to a letter. The ten most overworked were: advise, per, in the amount of, enclosed herewith, enclosed you will find, attached hereto, we wish to acknowledge, we have received your letter, referring to your letter, and the writer. (The last is one of my strongest aversions. Our general policy is to use "we" rather than "I," because in most instances the correspondent should be referring to the company rather than

to himself. But the correspondent is urged to use "I" if for any reason it is desirable. Certainly he should not write, "When we talked with you on the telephone yesterday," if he alone did the talking. I agree with Mark Twain: "No one is entitled to refer to himself as 'we' expect kings, editors and persons with tape-worms."

10. Long quotations from letters being answered or complete quotations of letters.

11. Negative statements, sometimes ridiculous, such as: "We are very anxious to be of service to you and hope you will favor us with a request for further information, or perhaps you might send us an order"; and "We are very sorry for the inconvenience and consternation you have suffered."

12. Poor arrangement of material. Many paragraphs contained as many as twenty or more lines. Seldom was material that needed to be emphasized set off by special indentions or listed in one, two, three order.

Of course, many letters written before the correspondence program was begun did not contain the weaknesses just enumerated. Some were very good. But the examples cited were not rare exceptions. For that reason, we realized that we should have a thorough training program for both the dictators and the transcribers of letters. (The term "transcribers" includes secretaries, stenographers, dictating machine operators, and typists.)

A little training sometimes results only in false confidence. A business-man's wife decided she could be of help to him because she had attended a lecture on business correspondence. The letter expert had said that effective letters were assured by the observance of 7 C's. After reading one of her husband's letters she said, "Well, John, for the most part it's good. It's Clear—Samuel Jones will know you want your money; it's Complete—you've left nothing unsaid; it's Concise—every word is needed; it's Concrete—the language is vivid, extremely vivid; it's Courteous and Con-

siderate, for you've used 'please' three times and 'thank you' twice; but it's not Correct—"lousy" isn't spelled with a 'z' and 'bum' has only one 'm.'"

We decided the best starting point in our program was the preparation of a correspondence manual to serve as a guide for correspondents as well as transcribers. Before attempting to write the manual, I checked hundreds of carbon copies of outgoing letters and classified them according to weaknesses such as those already mentioned. This step was taken to determine what points to stress and also to have actual samples rather than hypothetical ones for illustrations. Good letters and those having good parts were segregated to be used as effective examples.

Our manual is entitled "Up-to-Standard" Letters. Its introduction answers two questions:

1. What are "Up-to-Standard" letters?
2. Why should such letters be written?

The body of the manual answers the question:

How may such letters be written?

The body has three main divisions:

Part I — Requirements of a Good Letter — is broken down into four sections

1. Attractive and Efficient Mechanical Make-up
2. Right Subject Matter
3. Effective Presentation of Subject Matter
4. Arrival at the Proper Time

Part II — The Correspondent — sets forth the responsibilities of the correspondent, the qualifications he must possess, and the steps he must take in order to write a good letter.

Part III — The Transcriber — makes plain the responsibilities of the transcriber and gives detailed instructions for carrying out those responsibilities.

Every correspondent and transcriber has a copy of this manual, which is used as the textbook in our classroom instruction. The complete manual is covered with both the correspondents and transcribers so that they will have a better understanding of each other's problems. But in classes

for correspondents, the material intended primarily for transcribers is passed over lightly, and vice versa.

So that management could be fully acquainted with the training correspondents and transcribers would receive, the course based on this manual was first given to our Office Management Council, composed of 42 members. The spirit they showed during that series of group meetings is still a source of pleasure, for I had 100% cooperation, or at least 99-44/100%. That close cooperation, without which nothing could be accomplished, has continued.

Since those initial meetings, we have had organized classes for close to 100 dictators of letters. For the most part, they were taken by departments, with each group spending around 15 hours in the classroom. Also, approximately 80 transcribers have been included. They have been taken in groups averaging 10, with each spending around 15 hours in the classroom. In conjunction with our own "Up-to-Standard" Letters manual, we use in training our transcribers the Dartnell Correspondence Manual and Transcribers' Handbook.

All work is done on company time, and assignments are not lengthy. Correspondents and transcribers are asked to read assignments outside of classroom periods, and occasionally to do some written work.

It is difficult to get correspondents to discard whiskered expressions and to write in a conversational manner. I often say something like this: "Now, Bob, if your wife had asked you this morning to bring home a loaf of bread this afternoon, and you later had to telephone that you couldn't, you wouldn't say, 'As per your request of this morning, please be advised that the speaker will not be able to pick up the loaf of bread as he must remain over-time at the office. Regretting inability to do same and hoping that said action meets with your approval, I remain.' " Bob gets the idea.

It is also difficult to get some correspondents to use pleasant expressions such as, "We are happy," and "It is a pleasure" because they feel they might sound insincere (and we do preach sincerity!). On the other hand, every once in a while someone will go haywire and write: "We cannot understand why you have not answered our letter, but that seems to be your pleasure"; or "We are glad to cancel your order,"—which always makes me think of a credit manager in Dayton who telegraphed delinquents: "Must have check by December 30 or will sue. Merry Christmas," One customer wired back, "Go ahead and sue. Happy New Year,"

The majority of correspondents and transcribers take adverse criticism good-naturedly. Although I never reveal names when pointing out to a group weaknesses in a letter, often the writer will remark, "I know it's lousy, but I wrote it—such and such is wrong—such and such should have been said." I give praise when it is genuine, and make a point of mentioning names when discussing good letters.

In addition to the time the correspondents and transcribers have spent in the classroom instruction, frequently they have been called together in small groups so that weaknesses or strong points could be brought out, or so that new procedures could be explained. For example, in the fall of 1947 when we began dropping the salutation and complimentary close in our general correspondence, we had meetings to be sure that everyone understood what was to be done and why we were adopting the practice. We decided to omit these letter parts as the result of a survey among members of our Office Management Council. It was generally agreed that these parts serve no useful purpose—that it's not their inclusion or omission that makes a letter courteous or discourteous, but the actual message. It is my belief that the simplified letter form (the use of the pure block form as well as the elimination of the sal-

utation and complimentary close) is the style of the future, for business organizations are becoming more and more work-simplification-minded every day.

In addition to this style, some of the other economies practiced in our letter writing are:

1. The use of electric typewriters equipped with pinfeed platens in the Transcribing Department where the greatest part of the typing is done, as well as in a few other departments, to assure faster typing.

2. The use of marginally punched continuous letterheads with interleaved carbon. The transcriber does not have to stuff carbons and insert paper before beginning to type a letter—a great time saver.

3. Standardized side margins of 1-1/4" for all letters, regardless of length, typed in the Transcribing Department. This practice permits the transcriber to type continually without changing margins. Differences in length are compensated for by varying the number of spaces between the parts of the letter.

4. Elimination of the word "Attention," before an attention notation; "Subject," before a subject line; and "P.S." before a postscript—unnecessary because the notations identify themselves.

5. Placing an asterisk in the right-hand margin opposite the line in the body of a letter in which an enclosure is mentioned, as well as an asterisk plus "Enc." at the end of the letter to indicate an enclosure. Although this practice requires a few extra seconds in typing time, it assures the actual enclosing of all material mentioned; therefore, it may prevent an extra letter on the part of the recipient as well as another in our company.

6. The use of window envelopes for general correspondence (not executive or that of a confidential or personal nature).

7. The use of handwritten notes rather than typed ones for brief messages sent within the office or to the field. We have several special forms for this purpose, some of which have a number of preprinted items to be checked.

8. The use of form letters whenever practicable. The means of processing is dependent upon the nature of the message.

Because our business is to sell forms and mechanical devices to simplify paperwork, we feel that it is particularly important to practice every possible shortcut so long as we keep our correspondence up to a high standard.

As correspondence supervisor, it is my responsibility to acquaint all concerned with the economies we have adopted, to recommend others when they seem advisable, and to encourage correspondents and transcribers to submit suggestions in our formal Suggestion Program.

What about the results of our program? I wish I could say that all our letters are superior, that

our problems are over. But that isn't true. I do feel, however, that most of our correspondence can now be classified as fair or good. Although something very bad appears every once in a while, for a long time I haven't seen anything as ridiculous as some of the examples cited earlier. Many of the weaknesses have been practically eliminated, and all have been reduced. You will remember that out of 2,500 letters reviewed before the program was started approximately one-half were not placed properly. A recent survey showed that only 18 out of the same number were really badly placed. Also, the survey showed only 36 serious mistakes in grammar and sentence structure as opposed to the previous 300; only 12 misspelled words as opposed to the previous 80; and out of 800 letters, only 79 trite expressions as opposed

to the previous 1,440.

In addition to reviewing carbon copies of around 60% of outgoing letters, I periodically inspect incoming mail to determine the reaction of the recipients of our letters. As far as I know, there are few complaints that can be attributed to the kind of letters written.

In correspondence supervision, there are no blanket answers to all questions and no tailored solutions to all problems. The preferred methods of one organization may not be the same as those of another. But I do believe that any type of correspondence program is worth while if it results in:

1. Improvement in the quality letters.
2. Less effort on the part of those involved.
3. Less expense for the production.

---

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The Reporter is constantly experimenting with new ideas, new methods, new processes...for making the use of the mail more profitable, more effective, more economical. In every issue... you will find thought-starters which, if applied to YOUR BUSINESS, will save you many times the meager cost of a year's subscription. And if you like The Reporter...tell your friends about it. Subscription: \$6.00 per year.

The Reporter of Direct Mail Advertising  
17 East 42 Street, New York 17, New York



## NO ELEPHANTS?

The Air Express people have been doing an effective job of telling people the advantages of their door-to-door service.

Receive frequent mailings in our New York office.

April mailing consisted of a letter and six loose cut-outs. The letter tied-in with the paper pieces. Here it is:

April, 1949

*Let These Cut-Outs Cut You In On the "Fastest Way" Shipping Story*

The six cut-outs enclosed with this letter may not mean much individually. But considered together, they highlight the economy and other advantages of shipping by Air Express.

Number 1 is pretty obvious . . . a big, fast plane with plenty of space aboard for Air Express shipments. Serving *directly* more than 1000 cities and towns in the United States, it cuts shipping time from hours to minutes, days to hours. And incidentally, shipments take the first available plane after reaching the airport . . . no time is lost in collection depots.

Then there's the truck and the train, No. 2—to call attention to the air-plus-rail-plus-truck setup that serves 22,000 off-airline offices. A service of Railway Express Agency and the Scheduled Airlines, Air Express speeds shipments by coordinating air and surface transportation . . . picks up and delivers without extra charge within established vehicle limits.

As for No. 3—the folding money—it takes very little to send things by Air Express. For the "Fastest Way" is also the *economical* way to ship. For example, you can send a 2 lb. package clear across the country for only \$1.50, a 5 lb. shipment 1000 miles for just \$1.98. And a 100 lb. package can go 1000 miles for less than 31¢ a lb.

The imposing looking pink document, No. 4, of course, denotes the \$50 valuation coverage which Air Express provides at no extra charge. (Additional valuation at 10¢ per \$100 or fraction thereof.)

About No. 5, that ponderous pachyderm . . . frankly, you can't send an elephant by Air Express. But almost anything else can go—even if jumbo size. There's practically no limit on the size or weight of Air Express shipments.

Finally there's No. 6, your friend the phone—which makes it easy to ship by Air Express. Just call your local Railway Express Agency and ask for the Air Express Division. Your shipment will be picked up at your door and delivered to your consignee's door, without extra charge.

So, these six cut-outs add up to one conclusion: to ship the *fastest, most economical way*—with the least effort—simply specify AIR EXPRESS.

Sincerely yours,

(Signed) E. W. Hull



## They found hidden TREASURE IN LITTLE TIN BOXES!

When the company put in a postage meter, all departments were asked to turn in their stocks of postage stamps. Although the firm isn't very large, the office manager was dumbfounded—and so was everybody else!—to find \$462.32 in stamps scattered around in desk drawers and stamp boxes.

Have you any idea how much company postage is unaccounted for in your offices . . . in loose adhesive stamps that can be lost, damaged or misused? A casual check might convince you of the economy, as well as efficiency, of a postage meter.

With a postage meter, you buy postage by having the meter set by the postoffice for any amount you want . . . and your postage is absolutely safe, cannot be lost, pilfered or misused . . . is automatically accounted for, recorded in visible registers.

Printing postage, as you need it, in any amount needed, for any kind of mail . . . is

far more satisfactory—than stocking and sticking stamps, and manual mailing!

The meter prints postage directly on the envelope, the exact postage needed . . . prints a dated postmark plus an optional small advertisement, and seals the envelope flap—all at the same time. And the meter prints on gummed postage tape for parcel post . . .

Metered mail is already cancelled and postmarked, requires less handling in the post office, often makes earlier trains and planes.

And whether you send out ten letters a day, or a thousand . . . find out now what a postage meter can do in your office by calling the nearest Pitney-Bowes office, or write for illustrated booklet, "S. You Have No Mailing Problems?"



**PITNEY-BOWES**

**Postage Meter**

PITNEY-BOWES, Inc., 2088 Pacific Street, Stamford, Conn.

Originators of the postage meter . . . largest makers of mailing machines  
... Offices in 93 cities in U. S. and Canada.



**Get Your Letters Out  
Faster and Better!**



**Make Plates In Your  
Own  
Office**

## with PLASTIPHOTER

Your sales letters move faster when Plastiphoter makes highest quality photo offset duplicating plates in *your own office*. It costs only  $\frac{1}{4}$  as much as ordinary plate-making equipment.

No special training is required to operate the Plastiphoter. Anyone in your office can quickly produce the highest quality plates you've ever seen. And it's so compact . . . uses only 3 square feet of your precious office space.

So why continue to "send out" when you can make your own plates in a matter of minutes—at less cost—and with better results?

Get full details on how the Plastiphoter method ends waiting time, makes clearer reproductions and helps you do a better job at lower cost. Send in the coupon . . . there's no obligation, of course, so fill it out and drop it in the mail *now*.

TIME- <b>SAVING</b> • CONVENIENT • ECONOMICAL	
<b>Remington Rand</b> Dept. 45 Bridgeport 1, Conn.	
NAME _____	
FIRM _____	
ADDRESS _____	
CITY _____	STATE _____
Plastiphoter Inquiry Remington Rand Inc.	



## Playing POST OFFICE

By: **EDWARD N. MAYER, JR.**  
DMAA Past President

There's nothing particularly new about the Postal Rate situation. Senate hearings were concluded on April 22nd and the House Committee hopes to finish up by May 13th or 20th.

However, it does seem certain now that H. R. 2945 and S. 1103 *will not* be passed in their present form.

There's a strong possibility that two new bills will be introduced containing some increases but nothing like those presently proposed. Just what the increases will be, when the bills will be ready for a vote, and what the effective date will be is a matter of complete conjecture.

There's even an opinion in Washington that there will be *no* postal increases voted during this session of Congress. At best, however, it's a guessing game with no positive answer in immediate sight.

The hearings haven't brought out anything startling . . . but apparently the testimony has convinced a large group of Senators and Congressmen that even if some rate increases are warranted, those proposed are not.

The pleading to "let me alone" and "soak the other fellow" continues, and nowhere did we see it more flagrantly portrayed than in an editorial that appeared in the New York Herald Tribune, Thursday, April 23rd, under the title—"For a Two-Cent Postal Card". Space doesn't permit reprinting the entire piece . . . we're only able to quote part of it . . . but if you really want to find out how low special pleading can sink, we suggest you get a copy of the paper for yourself. When you read either the excerpts below, or the whole editorial, please remember that the Herald Tribune mails quite a few of its copies under second class rates. Need we remind you that in the same report that showed a loss of \$57,000,000 for postcards there

was a little item of \$191,195,000 shown for the loss on second class mail.

Take the penny postal card, which costs almost three cents to deliver. There are good reasons to consider different services of the Post Office Department in larger aspect, for the first object is to render public service. *But we have never understood why the one-cent card, for all its handy uses, should be a government loss-leader.*

Senator Long has gone to the extreme of proposing that penny postal cards should be forbidden for solicitation of business.

This strikes us as arbitrary and discriminatory. *Mr. Donaldson has already suggested a far simpler remedy, which is to raise the price to two cents.*

If the penny postal card cannot survive at two cents in competition to the three-cent letter, then we say that it has no good reason for existence.

Now, on the off-chance that you'd like to see what the DMAA said in its brief to the Committee, there follows its complete text.

"The Direct Mail Advertising Association was organized in 1915 to promote the mutual interests of users, producers, and suppliers of Direct Mail Advertising—to provide an authentic source of facts, information, counsel and service to its members, and to champion the cause, value and result-producing effectiveness of Direct Advertising as a management tool.

**ANCHORS AWEIGH . . .** On May 23, a 3c Annapolis Tercentenary Commemorative will be sold at Annapolis, Maryland. Depicts an ancient map of Annapolis and the entrance to the Severn River at the time of first settlement. A ship is superimposed on map. Stamp is .84" x 1.44". Color blue.



THE REPORTER OF DIRECT MAIL ADVERTISING

Some of the members of our organization represent America's largest corporations. The majority however, are medium sized and small manufacturers, wholesalers and retailers whose sales and business activities depend to a considerable extent on their use of the United States Mails. A small segment of our membership consists of charitable organizations, religious organizations, Bible Societies, schools and colleges, whose continued existence depends partially on their use of the Postal Service to solicit sufficient monies to finance themselves, and perform the public services for which they were created.

The Direct Mail Advertising Association is on record before your Committee as being in favor of fair and equitable Postal Rates for ALL users of the mails, if those rates are based on a logical interpretation of the present cost ascertainment system rather than on the mathematics of the system itself. We do not argue with the present methods of cost ascertainment on which the Post Office Department has based its proposals, but we object to the use of the system as an absolute guide for establishment of rates rather than as a useful tool to be considered in conjunction with all of the factors that go into the present operation of the Post Office Department.

The present interpretation of the cost ascertainment system overlooks the basic fact that the Post Office is at least partially a service organization. It was established for the benefit of every American and its primary purpose is to transport first class or letter mail. Other classes of mail are only subsidiary, receive deferred service, and should not be expected to bear a strictly proportionate share of the overall cost of operation. Even though second, third and fourth class mail (and the special services) were entirely eliminated, the Post Office would still be forced to carry First Class or letter mail and it is problematical if the curtailment of these extra services would reduce greatly this overall cost of operation.

If Third Class mail were discontinued, it is not logical to believe that the costs shown for this particular service (\$230,390,233, according to the figures submitted to your Committee by Postmaster General Donaldson) would be entirely eliminated. All of this money is not "out of pocket" expense. If Third Class mail were discontinued the savings in transportation costs, clerk and carrier hire, etc. would not total the amount listed above. All of the costs contained therein for Rural Free Delivery, Administration, Buildings, etc., would have to be allocated to First Class or some other remaining Postal Service.

Former Postmaster General Walker, in a communication to the Chairman of the House Ways and Means Committee, on July 7, 1942, presented evidence that Second Class mailing costs are not justly computed under the present cost system. Although his letter specifically mentioned Second Class, we feel that this identical statement could and should be made about Third Class mail.

If no second class matter were in the mails, it would not thereby eliminate a proportionate share of the Department personnel, the inspection force, the clerks, the carriers, the laborers, the railway mail clerks, the rural carriers, rent, light and fuel, because it is not possible to eliminate that portion of the personnel, the equipment, the buildings, the mail cars, and the trucks of the Postal Establishment that are handling the workload of a second class matter . . .

It is not our intention to present a long argument about present cost ascertainment, nor do we mean to criticize the Post Office Department. The members of our Association have enjoyed very friendly relations with and receive splendid cooperation from both executives and personnel of the Department, who are doing their best to operate efficiently under all their handicaps.

However, there are many valuable recommendations in the findings of the various subcommittees set up last year by your Committee, and many phases of the Hoover Commission Report concerning both Post Office operation and cost ascertainment that deserve your serious consideration before any action is taken to increase present Postal Rates.

Two years ago, our Association went on record in a statement made to your Committee, as being in favor of a moderate equitable increase in postal rates for all mail users. At that time in discussing proposed increases in Third Class, and post and postal card rates, we reported that a survey of our members proved a reasonable increase in rates could be taken in stride without any effect on their (our members') use of the mails.

On January 1st of this year, an increase of more than 25% in third class rates, plus increases in air mail, fourth class, and the special services went into effect. In the face of the downturn in business and the inequality of raising some rates while overlooking others, our members accepted the increases without reducing their use of the mails or increasing the selling price of their products or services.

But the presently proposed rates for Third Class and postcards are neither equitable nor reasonable, and it is the opinion of our members that if H. R. 2945 becomes law, it will have an extremely bad effect not only on Postal Revenues, but also on the entire American economy.

Letters and telegrams from members of the Direct Mail Advertising Association almost unanimously say that this is no time to rock the economic boat. These are times (say the letters) to make it easier and not harder, to sell merchandise and services. The down trend in business will, according to our members, be speeded rather than stopped by an increase in today's postal rates. Two years ago, on

(Continued on Page 26)



PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.  
LONGACRE 4-2640

a rising market, postal increases could be absorbed by industry. *Today they cannot.*

The greater proportion of the messages received (more than 75% to be exact) estimate that if the proposed increase in Third Class rates is adopted, mailings will be curtailed by from 25% to 100%, with the average between 40% and 50%. The implications of the curtailment in the volume of Third Class mail, at a time when business men are apprehensive of the degree the present recession will attain, are far-reaching. The estimated drop in the use of Third Class mail would result in less revenue to the Post Office rather than more, and probably in a drastic reduction of the personnel employed both directly and indirectly by those same members. The effects of the chain reaction would be felt seriously by printers, lithographers, paper and envelope manufacturers and the other suppliers of the users of Direct Mail Advertising.

Of the 8,188,349,802 pieces of Third Class mail handled by the Post Office in the fiscal year 1948, approximately 5½ billion were mailed at 1¢ each, under Sec. 562 P. L. & R. The Post Office proposes the elimination of all Sec. 562 bulk mail and recommends doubling the postage on these 5½ billion pieces. Even though doubling the rate does not double the complete cost of the mailing, since the average cost of a Third Class mailing is generally approximated at 4¢ to 5¢ each . . . the proposed rate does lead to an increase of between 20% and 25%. And, further, the proposed increase makes absolutely no distinction between the man who mails a single circular and the one who mails a thousand, a hundred thousand, or even a million pieces.

May we remind you that bulk mailings (as presently handled under Sec. 562) require no pick-up service, no trucks to carry the mail to the Post Office, no clerks to face the mail, no cancellation of stamps, no sorting and finally no tying, sacking or weighing.

They are received by the Post Office sorted, tied, bagged and labeled ready to be transported without handling, by train or truck, to the office of ultimate distribution.

If bulk, or what is referred to as "Sec. 562 P. L. & R. mail" is entirely eliminated, it means that all Third Class mail would go to the Post Office not sorted into states, cities or towns, not faced and tied for direct handling, and probably not even pre-cancelled. Thus the work now performed by the mailer would have to be done by the Post Office. It would mean additional space as well as personnel, and all at a time when the Department is trying to cut expense and overhead.

It seems probable that any possible increase in revenue, under the proposed 2¢ rate, even if the present volume should continue, would be considerably curtailed by the added cost to the Post Office of performing services which are now performed for it by business mailers.

A number of our members, particularly the small and medium size users of Direct Mail, founded their businesses on the special bulk rates which have been in existence for over 20 years. These special

rates are basic to the conduct of many industries, large and small. Many of these firms, and particularly the smaller ones, might well be priced completely out of their use of the mails if the special bulk pound rates, upon which their livelihood was founded, were entirely eliminated.

Typical of many letters reaching us from our members is one from Paradise, Pennsylvania, which says: "under the proposed new rates of 2¢ for the first two ounces and 1¢ for each additional ounce, our cost on our annual mailing of two million (2,000,000) catalogs, would amount to \$60,000.00, an increase of \$31,400.00. This increase is more than our last five year average annual profit, with the result that instead of helping the present economic situation it could have the effect of throwing completely out of employment the 156 people now on our payroll."

The final effect of a rate of 2¢ as against 1¢ will be to decrease rather than increase Postal Revenue, stifle rather than stimulate business, weaken rather than strengthen our total economic structure and remove the opportunity for the individual with limited capital to continue to use the mails as his best means of sales promotion.

May we now call your attention to the proposal to double the present rate for postal and private mailing cards from 1¢ to 2¢ each.

It has been proven in the past that this proposal is economically unsound. The postal and private mailing card rate was raised in 1917 from 1¢ to 2¢. As a result the revenue which was at that time about 20 million dollars a year from the 1¢ rate, fell off about half at the 2¢ rate. Not only did the increased revenue expected NOT materialize, but there was a decrease in revenue of 50%, or ten million dollars, due to a drop of 75% in the volume of cards mailed. There is no reason to believe that the same situation would not again prevail TODAY as the result of such a drastic increase as proposed.

Again, in 1925, although the penny post card rate remained at 1¢, the private mailing card was raised. But soon after, the Post Office Department, noting how mailers were changing from private to postal cards in order to benefit by the lower rate, quickly petitioned for a return of the 1¢ rate for all cards.

The revenue for postal and post cards for the fiscal year 1948 was 36 million dollars and the Post Office estimates that by doubling the postage rate from 1¢ to 2¢ there will be an increase of 36 million dollars in revenue. Judging from statements made to the Direct Mail Advertising Association, in letters and telegrams received from large and small users of postal and post cards, there will be a curtailment of from 25% to 100% in the use of these cards if the rate is raised to 2¢. If these statements are borne out in actual practice, as has happened in the past, not only would the Post Office estimate of the 36-million dollar increase in revenue fail to materialize, but there is every indication that there would be a substantial decrease.

In conclusion, we would like to repeat

that the Direct Mail Advertising Association is on record in favor of fair and equitable postage rates for all mail users. We are, however, unalterably opposed to the specific increases included in H. R. 2945, because we do not believe they are presently warranted, economically sound, nor will they raise the amount of revenue for which they have been proposed.

Nevertheless, we still believe that fair and equitable rates can be worked out through the cooperation of the Congress, the Post Office Department and mail users.

It is our belief that the first step in arriving at such equitable rates could come from the establishment of a Postal Commission, composed of representatives of your Committee, the Post Office, and mail users. Such a commission, subject to policy outlined by the Congress, might well decide first of all, the basic question of the proper distribution of Post Office costs insofar as they should be allocated to mail users on the one hand, and the public service and national interest feature of the Postal Service, on the other.

The best efforts of the Direct Mail Advertising Association are at the disposal of the Congress not only in the formation of such a Postal Commission, but also in any other way that its offices may prove helpful to the establishment of fair and equitable postal rates."

**Straw-in-the-wind Department.** In the bill (S. 1696) introduced by Senator Long to prohibit the use of one cent postal cards for transmission of commercial advertising or business solicitation, any organization which is exempt from taxation (under section 101 of the Internal Revenue Code) is exempt from the provisions of the bill.

## WHAT WILL THEY THINK OF NEXT?

Just stopped giggling at first line of press release from Bert Nevins, Inc., 152 W. 42nd Street, N. Y. 15, N. Y.

Announced a press conference that was going to be held by the Mennen Company, makers of baby powders . . . to tell about an amazing new product. Turned out to be a powder can with rattle attached to draw baby's attention.

Here's how it started.

"A sensational new idea in the baby field will be presented for the first time . . ."

Guess they've found a new way. Maybe we should have attended the meeting . . . after all.



*Lithography*  
by **STECHER-TRAUNG**



SAVE MONEY WITH

*Full Color*

Make every dollar you spend for advertising *pay out!* One way is to utilize the extra selling power of FULL Color. And the surest and most economical source for top quality FULL Color is

*Lithography by* **STECHER-TRAUNG** Whatever your product or service, you'll find Stecher-Traung able and ready to put the sparkle and influence of FULL Color into your folders, booklets, brochures, inserts, box wraps, labels, etc.—*at worthwhile savings!* You can enjoy mass production economy on FULL Color **even** on surprisingly small runs.

It will pay you to get the facts. Learn how you, too, can save money on FULL Color!

**STECHER-TRAUNG**  
LITHOGRAPH CORPORATION

Rochester 7, New York • San Francisco 11, California

BRANCH OFFICES

Baltimore, Boston, Chicago, Columbus, Harlingen, Jacksonville,  
Los Angeles, Macon, New York, Oakland, Philadelphia,  
Portland, Sacramento, St. Louis, Seattle  
Special New York Sales Associates—Rode & Brand

Specialists in  
FULL COLOR

ADVERTISING MATERIAL  
LABELS BOX WRAPS GREETING CARDS  
SEED PACKETS FOLDING BOXES  
MERCHANDISE ENVELOPES AND CARDS



# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

"I have read your column, George, every month since you started to write for the REPORTER, and while I agree with much of your criticism, I am beginning to wonder if there is anything in advertising that meets with your approval."

That was the opener, Henry, to a letter from a friend who chastised me for not giving credit to advertisers who are doing noteworthy jobs.

There is a lot of advertising that meets with my approval and if it was merely a matter of filling space in THE REPORTER to win plaudits from advertisers, I could do it quicker and easier by patting backs than by kicking pants.

Kicking pants is a hard way of winning friends, but I have been doing things the hard way all my life, due, possibly, to my close contact with my grandfather who lived his life doing things that way.

When I was a kid I spent my summers on his little farm where he cut his grain with a cradle, threshed it with a flail and ground it by hand. One of my jobs was following him as he cultivated his corn to removing the clods that fell on the young sprouts and dig out the weeds that the cultivator missed. It was hard, backbreaking work for a kid who would rather fish, play in the woods

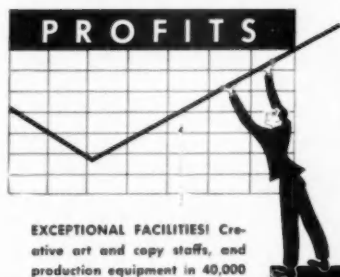
or manufacture carts from old buggy wheels, but the old gentleman with long white whiskers, who seemed to get more satisfaction out of wringing the sweat from his shirt than he did out of the job that caused the sweat, drilled into me the fact that the succulent roasting ears to come, as well as the sausage, spare ribs, liverwurst and smoked ham that the corn would produce depended upon the removal of the clods and the digging out of the weeds.

As I see it, a healthy growth in the advertising field can not be brought about by merely admiring the hardy plants that flourish in spite of the clods and weeds. Back-patting advertisers who are doing good jobs with honest and ethical advertising will not protect the tender sprouts covered or choked by the clods and weeds of false, misleading and annoying advertising and I don't think that the honest and ethical advertisers seek back-pats. Results are of more importance to them than praise of their efforts. However, I think they realize that results would be even better if the field was cleared of the misleaders, the falsifiers and the racketeers; but they seldom take the time to pat the backs of those who are making an honest effort to promote a healthier growth, in the field at large.

If I were to go in for a bit of back-patting, I believe I would start with the food advertisers. Much of the magazine and Direct Mail food advertising makes me hungry. The picture of a steaming bowl of rich tomato soup with some crackers floating in it . . . a thick steak surrounded by french fried potatoes . . . a platter of nicely browned fried chicken . . . a thickly iced fluffy cake or a wedge of pie just makes me drool and I don't know what a food advertiser could do to make me more conscious of what he has to sell than picturing his product ready for eating.

Of course there are some food advertisers who try to tempt me with pictures of someone "yum, yumming" while eating something, or with silly songs or jingles, but such advertising falls flatter than a bride's biscuits.

And speaking of pictures, it is this man's opinion that they tell best the story that Lithographers, Engravers, Artists and Photographers should get across. The high-ranking lithograph-



**EXCEPTIONAL FACILITIES!** Creative art and copy staffs, and production equipment in 40,000 square feet, for fast, fresh, effective sales promotion! Let us assist you with all or any part of your promotion program.

## PUSH 'EM UP!

Use the merchandising-by-mail skill that has recently won 29 NATIONAL AWARDS for increased sales and profits. Various Ahrend-created campaigns are producing from 5% to 12% sales now! Our staff of sales promotion experts will work for RESULTS for YOU—the direct economical way. For full details—without obligation—call MU 6-3212 now!

IT PAYS TO AHRENDEISE!

**D. H. AHREND COMPANY**

333 EAST 44TH ST. • NEW YORK 17, N. Y. • MU 6-3212

## More Tested Mailing Lists

Accountants, Public	90,000
Fleet Owners	23,000
Foresters	8,500
Men Over 50	26,000
Power Plant Personnel	26,000
Yacht Owners	7,000

Ask for descriptive cards on these and many other lists

**Industrial List Bureau**

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.

ers are doing a pretty good job in Direct Mail and magazine inserts, but I just can't understand the advertising thinking of the engraver who uses a page of white space, with just the company name in small type, or any advertiser who uses a "competitor's technique" to sell his service.

I have received a number of pieces of Direct Mail from the Bonomo Photo Service in which line drawings are used to sell their photographs. In cartoon strips they tell a story that could be told so much better with photographs.

For example, this service explains "How to order Tailor-Made Photographs," as follows:

Beneath a line drawing of a man behind the counter of the sporting goods department is the caption:

Let's assume you own a sporting goods store, and you are publishing a catalog. You need a smash picture which will sell tennis racquets.

Beneath a line drawing of a man at a desk is the caption:

Write a letter to Bonomo Photo

Service, (or phone if you are in the New York area). Outline your picture needs. Send a sketch.

Caption's a line drawing of a hand holding a rough sketch:

This need not be anything but a crude drawing, like the one shown here. The "idea" for the picture is what counts. Send the racquet as a picture "prop."

A line drawing of a girl entering the office of the Bonomo Photo Service is captioned:

Bonomo Photo Service will "cast" your picture, selecting a model who offers the necessary beauty as well as the vivacious, athletic, outdoors type needed.

A line drawing of a director and a photographer is captioned:

Posing of the photograph will be under the personal direction of Joe Bonomo, working with his photo-staff. The picture is actually "rehearsed" first.

A line drawing of a tennis girl posing for an action picture is captioned:

Lights are set up. The model takes

her place before the camera, and strikes a pose. Several exposures are made to assure best final selection.

An envelope addressed to the client and marked "RUSH", pictured by pen, carries the caption:

The selected negative is retouched, if necessary and an 8x10 glossy print is made from it (or an enlargement, if you so specify). This is sent to you.

Then comes the only photograph in the strip, showing the action picture with the caption:

The finished picture is exclusively yours . . . "tailor-made" to your exact requirements. It dramatizes your product and "fits" your catalog plan.

The final picture in the strip shows the tennis girl in action in an advertisement but it is a pen picture which certainly doesn't back up the caption:

Printing reproduction is kept in mind when shooting this picture. The finished picture "fills the bill" exactly when you publish your catalog.

However, this sort of advertising, which in my opinion misses the boat.



## A MILLION SALESMEN A DAY....

Yes, more than a million pieces a day leave Excello . . . printed catalogs, direct advertisements, brochures, booklets and folders for Nationally Known companies of outstanding character. From this complete plant equipped to print letterpress, offset, mount and die cut, flows the sales tools of those who know that business is built on quality printed sales messages delivered on time.

Priced competitively to give you a better printing job at a lower cost and still deliver the impact of quality.

Quotations? . . . sure. Our business is built on intelligent quotations. We want the jobs that belong to us.

# E

## XCELLO PRESS INC.

LITHOGRAPHERS - PRINTERS  
400 NO. NOLAN AVENUE, CHICAGO 24, ILL.

Keep Sales on the go • call Excello • Van Buren 6-8790

is not doing advertising as a whole any harm, and as I am not an authority on advertising, it is not for me to criticize. Such advertising may be getting better results than advertising I might think was good, and for that reason I confine my criticism to the efforts of those who are bringing discredit on the business as a whole.

One does not have to be an expert or a know-it-all to be a critic of such advertising. All that is needed is just a bit of common sense and an ear open to the comments of those with whom one comes in contact . . . providing one's contacts are not limited to members of the advertising "profession".

Yours,  
Geo.

## WATCH OUT FOR RACKETS

The Better Business Bureau is appealing to all members of the DMAA and to mail users generally to help counteract the alarming rash of mail rackets.

We have gone over some of the

current cases with BBB officials. And it is alarming. Postal Inspectors have always agreed that frauds and misrepresentations get worse as business tightens up. The racketeers see easy money.

This reporter has always believed that legitimate users of the mail should help in keeping the mails clean. People who are duped by some fraudulent scheme are less inclined to buy by mail.

We have recently seen letters from indignant women saying in effect: "Never again will I buy anything by mail". So it's a problem for all of us.

The worst cases at present:

a. Fraudulent mining stock offers. Many from Canada. Some have already had fraud orders entered against them.

b. Unordered merchandise. Unscrupulous firms are again running the rackets of sending neckties, books, handkerchiefs, art studies, etc. to people who have not ordered, but who are later dunned for the merchandise. The recipient is under no obligation. Do not return merchandise. Pay no attention to bills. Report cases to your local Better Business Bureau. Tell your friends. Even if they ship you a grand piano unordered they

(Continued on Page 32)

## Salesmanship

Don't sell me clothes. Sell me neat appearance—style—attractiveness.

Don't sell me shoes. Sell me foot comfort and the pleasure of walking in the open air.

Don't sell me furniture. Sell me a home that has comfort, cleanliness, contentment.

Don't sell me books. Sell me pleasant hours and the profits of knowledge.

Don't sell me toys. Sell me playthings to make my children happy.

Don't sell me tools. Sell me the pleasure and profit of making fine things.

Don't sell me tires. Sell me freedom from worry and low-cost-per-mile.

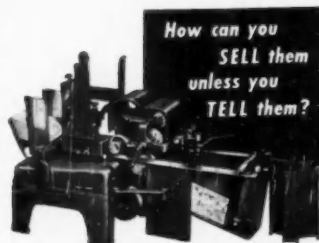
Don't sell me plows. Sell me green fields of waving wheat.

Don't sell me THINGS. Sell me ideals—feelings—self-respect—home life and happiness.

Please don't sell me THINGS.

—Typo Graphic.

REPORTER'S NOTE: In other words, sell the sizzle and not the steak.



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company  
127 Albany Street, Cambridge 39, Mass.

## Added Space and New Facilities . . .

combine to further increase  
our capacity to serve your  
interests intelligently, ef-  
fectively and economically.

Our battery of eight  
**AUTOMATIC INSERTING  
MACHINES** has increased  
our daily mailing capacity  
to over 500,000 pieces of  
mail.

## True-Sullivan-Neibart

ASSOCIATES, INCORPORATED

NEW HOME

47-30 Thirty-Third Street  
LONG ISLAND CITY

Stillwell 6-4740-41-42

Within 12 minutes of  
Grand Central Station P.O.

## LET THIS . . .



### Guide you to better Direct Mail

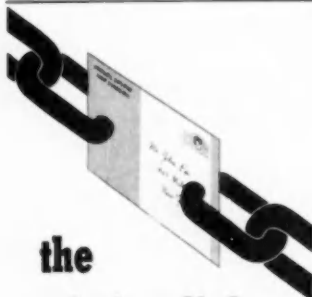
This orderly, thorough, down-to-earth, year-long study program in all the ramifications of a VERY BIG subject . . . will help you to avoid the pitfalls and to increase the power of your Direct Mail.

Send for my twenty page prospectus. No tricks. No "free" offers. No amazing promises. No world with a fence around it.

Write personally to

**HENRY HOKE**

17 East 42nd Street, New York 17, N. Y.



## the missing link . . .

. . . in your mailing may well be the lack of an appropriate envelope. With Cupples personalized envelopes this situation can easily be remedied for they create that satisfactory initial impression so essential in direct mail. Their attractive coloring and smartness of style will greatly strengthen your sales chain . . . they will serve to link you more securely to your customer.

**S. CUPPLES ENVELOPE CO., INC.**  
360 FURMAN ST., B'KLYN 2, N. Y.

cannot collect. That's the way to discourage the racketeers.

c. The old Spanish prisoner scheme is popping up here and there. An "unjustly" imprisoned man in Mexico or Spain writes to let you in on hidden fortune if you'll help him get out of jail. Report to local postal inspectors.

d. Directory rackets. You get a bill for a listing in a business directory with proof of a listing which appeared somewhere else. Bills look authentic. Some people pay, but don't see small print. Several of these concerns have been closed up, particularly in Boston, Detroit and Philadelphia but many are still flourishing. Report each case to BBB.

e. The mail order rackets. Too many to list. People are induced to go into the mail order business by some of the shysters offering sure-fire money making plans. If you run into cases which appear to be obviously fraudulent or misleading, send to BBB. They never reveal source of complaint.

f. We hate to report it, but there are a number of "charity rackets". There are so many good causes, it's a shame that a few make it difficult for the others. But there are organizations pulling at your heart strings whose cause consists in large part of paying the professional promoters. If in doubt, call the BBB or the reputable Social Service Agencies have a dependable clearing house of information.

The whole point about this item is to get all of you to be watchful of your incoming mail. The BBB claims that all branches are receiving more complaints on mail frauds *than ever before in history*. We have seen enough evidence to prove it.

It is our selfish job as mail users to help protect the public so that our offers will not fall on deafened ears. Don't hesitate. Report every suspicious case to your BBB or to the Postal Inspectors.

**SUPPLEMENTARY NOTE:** We're glad to report that the abuses in "field selling" are becoming fewer. Remember our articles in May and June, 1948 issues? Through the Control Registry Plan of Publishers Association all field crews are now registering with local police departments. We recently checked with fifteen cities. All report conditions improved. A few abuses persist. When phony rackets are pulled . . . it hurts all succeeding mail follow-up. So continue to report abuses about which you learn.

## CUSTOMER RELATIONS

Here's the practical approach toward customers taken by George Franklin, sales promotion manager of Rapid Grip and Batten, Ltd. (photo-engravers and advertising), 177-195 Richmond Street West, Toronto 2B, Canada.

Dear Mr. Hoke:

We have a belief here that anything we can do to add to the sum total of our customer's knowledge makes him not only a better customer but an easier man to do business with. With this in mind we have been placing the emphasis, in recent years, on educational advertising. In keeping with this thought, we are releasing a series of booklets this year aimed at being of help to the Advertising Production Man. We anticipate that there will be eight in the series, the first two of which are enclosed for your perusal. Any comments you care to make on them will be greatly appreciated.

Cordially yours,

Rapid Grip and Batten Ltd.  
(Signed) George Franklin

First two booklets are called "How to Prepare Copy for Photo-Engraving" and "How to Buy Printing Plates". They are 3 1/4" x 6 1/4", 16-pages, each in different color.

A valuable Reproduction Chart on both center spreads . . . suggests best printing plate for each specific job.

Useful little booklets that offer a lot of basic information.

## A DOGGY IDEA

Maybe it's been done before, but this is the first time we've seen it.

The Palm Garden Restaurant, Indian Rocks, Florida (J. B. Howard's of Curtis 1000, favorite hang-out) keeps a peeled eye for customers who come with dogs. Even the cars are checked to spot pets.

Those so accompanied receive a nicely folded bag bearing an illustration of three appealing pups. The copy reads:

"We Love Pets Too! So we provide for your convenience this Grease Proof Bag to take out your table scraps."

Another reason, in addition to wonderful food, why The Palm Garden Restaurant is always crowded.

THE REPORTER OF DIRECT MAIL ADVERTISING

## Important Notice To All Reporter Readers

We have had many calls and letters expressing "confusion" over the publication of a new magazine called "The Reporter". It appeared on newsstands April 26th.



NO... we have not "sold out". We have not moved. We have not changed our editorial policy.

We feel exactly like Bob Cramer of Ozark Nurseries who got Jack Carr to write the following letter when a competitor copied his colorful and distinctive letterhead.

**NOW I KNOW HOW A WOMAN FEELS** — when she has a dress of which she is particularly proud and the saleslady assures her there's nothing else like it in town.

And then . . . of a Sunday morning when she goes to church she runs smack up against a neighbor wearing a dress exactly like hers.

She don't know whether to feel flattered or furious. One of life's embarrassing moments.

Yes, sir . . . I know just how she feels. Because I've had a somewhat similar experience. For quite a while we've been using a specially designed colorful letterhead of which we really were pretty proud. Our customers liked it, too.

Well, what do you suppose happened? Someone in a similar line of business liked our letterhead so much they just couldn't resist the temptation to copy it with a few minor changes.

I always say that life is too short to get all het up about such little annoyances. So far as we're concerned it doesn't matter much.

But . . . some of our fine friendly customers not noting the different address, but seeing the familiar letterhead . . . may be led into sending their orders for OZARK GOLDFISH to another place.

And that would be a calamity, wouldn't it?

For you and for me, too. So just to be on the safe side use the order blank enclosed and see that it is addressed to Ozark at Stoutland.

Yours for fairness in  
Life, love and letterheads.

We do not know why the new publishers insisted on using "The Reporter" . . . for their editorial policy and content do not fit the title. It's a Commentary or Essayist, rather than a Reporter. A careful reading of the first issue leaves the reader rather bewildered. In format and illustration, it tries to mimic The New Yorker, while the writing is a complex mixture of United Nations World and the Atlantic Monthly. To borrow one of their own captions (Page 23 of Vol. 1, No. 1) . . . it's an "experiment in expansive vagueness".

Although there is no similarity in purpose . . . there is bound to be confusion. Our magazine has become known widely in the past eleven years as just "THE REPORTER". That name has been featured in the cover and masthead. About 90% of the checks we receive from subscribers and advertisers are drawn to the order of "THE REPORTER". Most of our letters are addressed that way. To make matters worse . . . the new publishers are located on 42nd Street in New York and in Zone 17.

We do not know, as yet, what can be done about it. But the new publishers will encounter a confusing boomerang when they start soliciting advertising and subscriptions.

In the meantime, be assured that THE REPORTER (of Direct Mail Advertising) continues at the same spot and under the same banner . . . even tho a neighbor has shown up at church wearing the same dress.

Henry Hoke

## MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by special groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed.
- Low cost addressing.
- Write for counts and prices.
- 72-hour service.
- Clean address imprints.

Fisher-Stevens Service, Inc.  
345 Hudson Street  
New York 14, N. Y.

## So you've already GOT a good mailing list . . .

That's fine! More power to you and to the list. Specifically, more *earning* power. Because your list can work for others, same as it does for you.

Every year, hundreds of firms like yours receive extra revenue from their lists by renting them — through the D-R Special List Bureau — to non-competing mailers.

We'll gladly explain further how your list might prove more profitable. Just write on your business letterhead for our descriptive folder: "RIGHT UNDER YOUR NOSE."

### D-R SPECIAL LIST BUREAU

Division of Dickie-Raymond, Inc.

80 BROAD STREET  
BOSTON 10, MASS.





## THE LINE FORMS TO THE RIGHT

Here's a letter all buyers of printing should read immediately.

Dear Mr. Hoke:

In this day of steep graphic arts costs we've made a paradoxical discovery that has us all starry-eyed.

We ran into a hitherto unknown printer who has mastered a color printing technique that gives us four-color printing at less than we used to pay for two-color. Sound impossible? I know it—but it's true. Here's an example. We frequently prepare "Deal" sheets for our salesmen. These sheets picture a counter display containing our merchandise—plus a little descriptive copy. It's normally a two-color job with the display and packages in black and white and an additional color thrown in to add some life. Using the newly discovered color technique, we now run the counter display and packages in four colors and have the option of using any of the four colors elsewhere on the sheet.

Mark this. The cost for the four-color job is approximately 15% below what we were paying for the two-color job.

We now consider reproducing our products in four colors on our lowest budgeted printed matter. And we now have the solution to economical four-color printing in small quantities.

Though we're pretty covetous of our new discovery we'll give further details to any budget-happy ad man who drops us a line.

Yours very truly,

Bauer & Black  
Div. of The Kendall Co.  
(Signed) Andrew J. Byrne  
Advertising Dept.  
2500 South Dearborn Street  
Chicago 16, Illinois

**REPORTER'S NOTE:** Don't blame us, Mr. Byrne, if you are swamped with mail. You asked for it. Who isn't interested in cutting production costs? A month from now . . . will you please let us know how many readers of The Reporter wrote to you?

## IT MUST WORK . . .

but a lot of people keep sending us the form letter used by The Atlantic of Boston, Massachusetts . . . wondering about the involved, illogical opening paragraphs.

Here they are:

Because of some distinctly complimentary things ABOUT YOU, that we have learned, your name is included among those who

should find this letter particularly interesting.

If you were just a name and a street number to us and we knew nothing of your mental occupations, there would be no point at all in asking you to accept what, in its final analysis, amounts to two issues of The ATLANTIC FREE!

You may be an ex-marine, a career woman, a renowned lawyer, or a door-to-door salesman; a commercial pilot, a village schoolmarm, a struggling writer, perhaps a cum laude—even a Rhodes—scholar. That part we don't know. But we do know from the source that gave us your name that you have an above-the-average MIND coupled with the aspiration to enjoy its use and improve it.

That's it. Nearly as bad as some of the singing radio commercials. But we suppose Frank M. Herbert, Jr. will tell us it works like a charm on those above-the-average minds.

## SPEEDING UP REPLYING

A. E. Williams of the Greylock Ribbon & Carbon Company, 149 Broadway, New York 6, N. Y. sent us a letter he wrote to Willens & Company, Chicago 12, Illinois, asking for a price on plastic license holders. He received his original letter back a few days later. Stapled to it was a 5½" x 4" white slip. Printed at top was this copy:

### A PERSONAL NOTE FROM OUR ORDER DEPARTMENT

We wish to give fastest possible reply to the attached. You can easily appreciate that it takes considerable time to first dictate a reply, have the letter transcribed and then re-read and signed. Handling the hundreds of letters daily, as we do, this cannot but help at times to cause considerable delay in replying to correspondence.

To avoid any delay, we are giving you the information desired in this manner. This is done in the spirit to furnish you the fullest co-operation possible.

At the bottom: "If further information is necessary, be sure to return all correspondence."

There was a 1¾" blank space between top and bottom copy. On the slip returned to Mr. Williams someone had typed: "Sorry but we do not handle the item mentioned in your attached letter."

Mr. Williams wants to know what we think of idea. He didn't like it.

## VOLUME MAIL ORDER SELLER "EARLY BIRDS" mobilize for early start to get jump on Competition!

Higher returns and more New Mail Order Customers for past several years have been captured by Mail Order Sellers who tested and mailed in June, July, August.

Many "Early Birds" are preparing NOW for an early start for a dynamic summer and a powerful impetus for Fall—to get the jump in competitive market.

Write, in confidence, about your plans for a MOSELY SPECIAL MAIL ORDER LIST STUDY, without cost or obligation.

Dept. Re-5

### MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET  
BOSTON 16

### NEW MAIL ORDER CUSTOMERS in VOLUME

the most direct way to address  
direct mail



the  
direct mail  
mainstay  
of the country's  
largest firms

Eureka's original Duplistickers and Mail Aids offer the simplest, fastest and most economical method of addressing direct mail pieces! Perfect register, especially made paper for clear carbons, a wide choice of sizes and colors, a minimum of perforations: all of these combine to make Eureka's original Duplistickers the most direct way of addressing direct mail—in the most economical fashion!



Accept no substitute! For best results, insist on the original Eureka Duplistickers\* and Direct Mail Aids!

\*Reg. U.S. Pat. Off.

**EUREKA**

EUREKA SPECIALTY  
PRINTING CO.  
Scranton, Pa.

## 23% In Orders From One Subscription Mailing

National Photo Dealer, trade magazine, used the patented Return-A-Card Sales Letter with the built-in order card. First mailing brought in 23%. Tests proved that this format far out-pulled ordinary letterheads so second message was also put on Return-A-Card Letter. Results, another 11% from the same list.

If you'd like to see this campaign and other samples of these improved mailing pieces, get in touch with TESTED SALES PRODUCTIONS, Inc., 131 W. 53d St., New York 19, N. Y., or call Plaza 7-8573-4.

THE CARD IS  
ATTACHED TO  
THE LETTERHEAD



LOST CARDS MEAN LOST SALES

## FREE

1. **GRAPHIC ENTERPRISES** — 1,500,000 buyers of dress patterns, fashion catalogs, crochet and needlework booklets, secured from editorial features appearing in national publications. The names are arranged chronologically and are reproduced on labels. Each order required a letter and a remittance ranging from 25c to \$1.00. This is a responsive mass audience of women who are conditioned to buying by mail and who are interested in the home and needlecraft.

2. **AMERICAN THREAD COMPANY** — 300,000 women who answered advertisements in 28 national publications and ordered by mail one or more of twenty needlecraft titles at 10c each. The character of the magazines used for the advertising of these instructive booklets assures a responsive mail order audience.

★ ★ ★

**FREE.** The owners in each case will give, without charge, to recognized mass mailers, as many names on gummed labels as required to assure a fair test of these excellent lists. Please write or phone.

## MAILINGS Incorporated

25 West 45th Street, New York 19, N. Y.

LEWIS KLEID, President — JUDSON 2-0830

but is interested in ways to speed up correspondence. We, too, do not like the way this case was handled. But there are possibilities. Many times, in the rush of correspondence, I return original letters with notes opposite questions or at bottom, or sometimes attach a memo sheet. The Willens form could be redesigned to give emphasis to their desire to be helpful and prompt.

The big trouble is in the personal (typed) reply. You can't brush off an inquirer who has taken the trouble to try to do business with you. A one line "no" isn't conducive to making friends. The person typing the reply should have offered some suggestion for finding source of article desired, or should have offered to send a catalog. Anything to maintain a friendly tie with a contact already established. If any readers have similar forms or ideas on speeding up the answering of inquiries, send them to us.

## ONE DIRECT MAIL LINE LOOKING UP

Here's an interesting report from Al Hoffman of Reba Martin, Inc., 145 West 45th Street, New York 19, N. Y.

I thought you might be interested in a few observations as to how the current business trends are affecting us. As you know, we supply direct mail material for retail stores in the women's Ready-to-Wear field.

First, and most pleasant for us, is the fact that our sales show a healthy increase. Secondly, there has been a great deal of activity coming from old-time customers from whom we haven't heard in many, many years. Along the same lines, we have picked up an unusual number of new accounts within a short space of time.

All of this increased activity is undoubtedly due to the levelling-off process which is now taking place throughout the country. Many customers write in to say that they are stepping up their direct mail activities because this method of advertising gives them a finer opportunity to talk directly with their very own customers. Other comments indicate that stores are turning to direct mail to supplement their newspaper and radio advertising programs. Many who had never attempted direct mail before feel that this additional channel will enable them to reach a more suitable group of people.

**REPORTER'S NOTE:** Retailers please note. Now's the time to start talking to your customers again. Too many of you have forgotten how.

## THE ONLY LABELS OF THEIR KIND MADE!

**FentOnamel**  
TRADE MARK REG. U.S. PAT. OFF.

Catch the consumer eye and HOLD IT with the quality label that defies competition. FENT-ONAMEL colors sparkle permanently on smooth, hard stock. Lettering is sharp, clean-cut. Adhesive is powerful — these labels stick and stay stuck.



WRITE FOR  
**FREE CATALOG**  
with 600 GOOD IDEAS  
for LABELS and STICKERS

**FENTON LABEL CO.**

Dept. 42, 506 Race St., Phila. 6, Pa.

THE  
**100,000**

SELECTED OWNERS OF U. S. PLEASURE  
CRAFT AND PRIVATE PLANES

All Males Purchasing Power, Luxury  
Travel, Adventure, Technical

Entire list completely circularized  
every 60 days by our own publications.  
97% address accuracy guaranteed.

LISTS THAT PAY OFF. SEE YOUR BROKER

**BOAT & EQUIPMENT NEWS**  
224 East 41st Street, New York 17, N. Y.  
**AIRCRAFT & EQUIPMENT NEWS**

## 1M -- 2 Color House Organs Only \$40!

Your ad front cover. (Free layout and copy service.) Self mailer. A personalized good will builder that holds customers & brings new business. Proven results. Request sample on letterhead.

**THE MESSENGER PUBLISHING HOUSE**  
316-A Marion Bldg. Cleveland 13, Ohio

## jobs — ½¢ each

Extra jobs and orders often result from the letters you write on Hill engraved letterheads, specially designed to help you sell. These business building letterheads, used by so many famous companies throughout the country, cost no more than any other kind in many cases, and only ½¢ more per sheet when compared with letterheads of ordinary kind. Write for details and samples—today.

## R.O.H. HILL, INC.

270-R Lafayette St., N. Y. 12  
Tel.: Canal 6-6340

When you  
need

**RECENT  
BIRTH  
LISTS**

Remember

**WM. F. RUPERT**

Compiler of national birth  
lists EXCLUSIVELY for the  
past fifty years.

90 Fifth Ave., New York 11  
CH 2-3757

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING — TRADE

Shapins Typing Service, 68-12 Roosevelt Ave., Woodside, N.Y.  
M. Victor, 3902-9th Ave., Brooklyn 32, N.Y.

## ADDRESSING MACHINES

Rossin Addresser Company, 216 South 4th, Minneapolis, Minn.

## ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N.Y.

## AUTOMATIC INSERTING

True, Sullivan, Neibart Associates, 381 Fourth Ave., New York 16, N.Y.

## AUTOMATIC TYPEWRITERS

American Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Company, 11 Stone St., New York 4, N.Y.

## BOOKS

Graphic Books, Inc., 17 East 42nd St., New York 17, N.Y.

## BUSINESS FORM CREATIONS

Joe Johnson, 3304 Grimes Ave., No., Minneapolis 12, Minn.

## CARDVERTISER

The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.

## COMPOSING MACHINES

Ralph C. Coxhead Corp., 720 Frelingshuysen Ave., Newark 5, N. J.

## COPYWRITER (Free Lance)

Arthur Kleinwald, 230 West 41st St., New York 18, N.Y.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 328 East 44th St., New York 17, N.Y.

Homey J. Buckley & Associates, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.

Circulation Associates, 1745 Broadway, New York 19, N.Y.

Duffy & Fabry, Inc., 633 N. Water St., Milwaukee 2, Wis.

McNulty Advertising Agency, 316 W. Washington St., Chicago 6, Ill.

Mallograph Co., Inc., 39 Water Street, New York 4, N.Y.

Reply-O-Products Company, 150 West 22nd St., New York 11, N.Y.

Tested Sales Producers, Inc., 131 West 33rd St., New York 19, N.Y.

Philip J. Wallach Company, 150 East 35th St., New York 16, N.Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke, 17 East 42nd St., New York 17, N.Y.

## ENGRAVERS

Pioneer-Moss, Inc., 480 West 34th St., New York 1, N.Y.

## ENVELOPES

American Envelope Mfg. Co., 26 Howard St., New York 13, N.Y.

Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.

Cuppies-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N.Y.

Curtis 1900, Inc., 380 Capitol Ave., Hartford 6, Conn.

Direct Mail Envelope Co., Inc., 15 West 20th St., New York 11, N.Y.

Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.

Massachusetts Envelope Co., 641 Atlantic Ave., Boston 11, Mass.

McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.

The Standard Envelope Mfg. Co., 1696 East 39th St., Cleveland 14, Ohio

Tension Envelope Corporation, 345 Hudson St., New York 14, N.Y.

United States Envelope Company, Springfield 2, Mass.

The Wolf Envelope Company, 1749-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

The Sawdon Company, Inc., 481 Lexington Ave., New York 17, N.Y.

## FILING

Edgar M. Henry, 25 West 45th St., New York 19, N.Y.

## HAND COLORING

Reba Martin, Inc., 145 West 43rd St., New York 19, N.Y.

## INKS

Interchemical Corporation, 350 Fifth Ave., New York 1, N.Y.

## LABELS

Fenton Label Company, 506 Race St., Philadelphia 6, Pa.

## LABEL PASTERS

Potdevin Machine Company, 1281 - 38th St., Brooklyn 18, N.Y.

## LETTER GADGETS

A. Mitchell, 111 West Jackson Blvd., Chicago 4, Ill.

## LETTERHEADS

R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N.Y.

## MAIL ADDRESS STICKERS

Eureka Specialty Printing Co., Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc., 815 Broadway, New York 10, N.Y.

Benart Mail Sales Service, Inc., 228 E. 45th St., New York 17, N.Y.

Century Letter Co., Inc., 48 East 21st St., New York 10, N.Y.

Mary Ellen Clancy Company, 250 Park Ave., New York 17, N.Y.

Mailograph Co., Inc., 39 Water Street, New York 4, N.Y.

Mailways, 200 Adelaide St., W. Toronto 1, Ontario, Canada

Plummer Letter Service, Box 294, Chillicothe, Missouri

The Rylander Company, 19 South Wells St., Chicago 6, Ill.

Willis Services, 33 West Hubbard St., Chicago 10, Ill.

Woodington Mail Adv. Service, 1316 Arch St., Philadelphia 7, Pa.

## MAILING LISTS

Advertisers Mailing Service, Inc., 815 Broadway, New York 10, N.Y.

Boat & Equipment News, 224 East 41st St., New York 17, N.Y.

Bookbuyers Lists, Inc., 363 Broadway, New York 13, N.Y.

George R. Bryant, 55 W. 42nd St., New York 18, N.Y.

Creative Mailing Service, Inc., 24 S. Grove St., Freeport, N.Y.

D-R Special List Bureau, 10 Broad St., Boston 10, Mass.

Dunhill List Company, 545 Fifth Ave., New York 17, N.Y.

Fisher-Stevens Service, Inc., 345 Hudson St., New York 14, N.Y.

Guild Company, 76 Ninth Ave., New York 11, N.Y.

Industrial List Bureau, 45 Astor Place, New York 3, N.Y.

Mailings, Inc., 25 West 45th St., New York 10, N.Y.

J. R. Monty's Turf Fan Lists, 201 East 46th St., New York 17, N.Y.

Mosely Selective List Service, 38 Newbury St., Boston 16, Mass.

W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N.Y.

Reach-All Company, 209 East 2nd St., New York 5, N.Y.

Wm. F. Rupert, 90 Fifth Ave., New York 11, N.Y.

James E. True Associates, 381 Fourth Ave., New York 18, N.Y.

## MESSANGER SERVICE

Airline Delivery Service, 60 East 42nd St., New York 17, N.Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc., Stamford, Connecticut

## MIMEOGRAPHING

Nassau Letter Service, 154 Nassau St., New York 7, N.Y.

## MULTIGRAPHING

Fordham Press, Inc., 2500 Webster Ave., New York 58, N.Y.

The Michael Press, 145 West 45th St., New York 19, N.Y.

## OFFSET PLATEMAKERS

Michael Lith Company, 145 West 45th St., New York 19, N.Y.

## OFFSET PRINTING

Bachman Reproduction Service, 250 E. 43rd St., New York 17, N.Y.

## PAPER MANUFACTURERS

The Champion Paper & Fibre Company, Hamilton, Ohio

Fox River Paper Corp., 2013 Appleton St., Appleton, Wis.

Hammermill Paper Company, Erie, Pennsylvania

International Paper Company, 220 East 42nd St., New York 17, N.Y.

The Mead Corporation, 230 Park Ave., New York 17, N.Y.

Rising Paper Company, Housatonic, Massachusetts

## PLATES & STENCILS

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

## POSTCARDS

Artvue Post Card Company, 227 Fifth Ave., New York 10, N.Y.

Reba Martin Colorcards, 145 West 45th St., New York 19, N.Y.

## PRINTERS & LITHOGRAPHERS

Brooklyn Press, 335 Adams St., Brooklyn 1, New York

The House of Dial, 30 Irving Place, New York 3, N.Y.

Excelsio Press, Inc., 400 North Homan Ave., Chicago 24, Ill.

The Michael Press, 145 West 45th Street, New York 19, N.Y.

Stecher-Trautman Lithograph Corp., 274 N. Goodman St., Rochester 7, N.Y.

## PRINTING EQUIPMENT

Harris Seybold Company, 4510 East 71st St., Cleveland 5, Ohio

Rapid Roller Company, Federal at 26th, Chicago, Ill.

## QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art, 165 West 46th St., New York 19, N.Y.

## SYNDICATED HOUSE ORGANS

The Messenger Publishing House, 316-A Marion Bldg., Cleveland 13, O.

## TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

Pototype, Inc., 1414 Roscoe St., Chicago 13, Ill.

## TYPEWRITERS

Vari-Typer, 720 Frelingshuysen Ave., Newark 5, N. J.

## MULTIGRAPHING SUPPLIES

## RIBBONS, INK AND SUPPLIES for the

Multigraph, Dupligrph and Addressograph

machines. We specialize in the re-manu-

facturing of used ribbons. Chicago Ink

Ribbon Co., 19 S. Wells St., Chicago, Ill.

## STENCILS

QUALITY Letters from NEW Stencils

"Plastic-coated" PROCEL stencils make

copies so Stygian Black they seem to be

almost printed. PROCEL works with any

ink, gives maximum legibility, minimum

cut outs and type clogging. Let PROCEL

improve your letters! Write to Remington

Rand, Duplicator Supplies Division,

Bridgeport 1, Conn., Dept. R, for free

information.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

### ADDRESSING

ADDRESSING \$4.50 THOUSAND

No charge for our lists

"SPEEDADDRESS"

48-02 43rd St., Woodside, N. Y.

"A Postal District of N.Y.C."

### ADVERTISING AGENCIES

SELL YOUR PRODUCT with pulling

mail order, agent ads.

We show you how.

Martin Advertising Agency

15P East 40th Street New York 16, N.Y.

## HELP WANTED—MALE

DIRECT MAIL Sales-manager Wanted. Top proposition. Must write good copy, handle mechanical and all requirements "copy to mailbag." Manage several girls. Give full resume. Box 3596, Okla. City, Oklahoma.

## FOR EXCHANGE

TWO ELITE TYPE Elliott Stencil Cutters (L. C. Smith) wanted in exchange for: 1—Edison Master Shaver (#851272) 2—Dictaphone, Model K-142 (#1536) 3—Dictaphone Transcriber, Cameo CB (#317477). Machines in good condition. Box 51, THE REPORTER, 17 E. 42nd St., New York 17.

# SHORT NOTES DEPARTMENT

(Continued from Page 5)

"Tells you the inside story of how modern business ticks and what you can do to spurt to the top of the heap". Costs a dollar. The other is by Earl Prevette, The Prevette Foundation, 31 East Willow Grove Avenue, Philadelphia 18, Pa. Titled "How To Turn Your Ability Into Cash". Supposed to "give you the seven hidden volts to generate enthusiasm and magnetize your personality". All for \$2.95. Lines form at the right.

► **THE ASSOCIATION OF AMERICAN Railroads.** Transportation Building, Washington 6, D. C. has published a helpful booklet about railroads. Presented in question and answer form . . . one of the most lively and interesting ways of getting out a lot of detailed information. It's a 68-page, 7" x 10" booklet on coated stock . . . liberally sprinkled with pictures of trains, tracks, etc. Titled "Quiz on Railroads and Railroadings". Anybody who has the job of producing such a factual piece . . . should look into this Q. and A. presentation. Makes all the difference . . . for easier reading.

► **GRAPHICS INSTITUTE.** 5 East 44th Street, New York 17, N. Y. is concerned with picturing ideas, statistics and facts . . . to make them more dramatic and easy-to-grasp to the scanning eye. Done with animated graphs, pie-charts, slide films, etc. And they're selling this service with an 8-page 8 1/2" x 11" booklet. In blue and black. Off-set. Inside, specific examples of Institute's work. Write Herbert Rosenthal . . . for free copy.

► **ANOTHER HOMELY LITTLE** external house magazine has appeared. Volume 1, Number 1 of "Ace Of Spades," which is prepared by the Ace Fabrics Company, 109-121 West 64th Street, New York 23, N. Y. . . is a 2-page mimeographed job. G. Holt of Ace tells us that it is being sent to 250 customers of their automotive and furniture fabric supplies "in the hope that it will be a medium of goodwill".

► **THAT WAS** a fine letter sent to local agents and representatives by Otto Schulz, President of the American Automatic Typewriter Company, 611 N. Carpenter Street, Chicago 22, Illinois. It was 4 pages long and naturally automatically typewritten. Otto took a com-

bined business and vacation trip during February and March. He went by gradual stages through the southern territory, visiting agents wherever they were located and then resting up in Florida sunshine. When he got back to Chicago he wrote an interesting and chummy account of his travels . . . winding up with his impression of business and future possibilities. Seems like a good idea for many top executives. Taking the field crews into their confidence.

► **HO-HUM . . . SUMMER** must be almost here. Got our first Vacation Chart in early April from Mailograph, Inc., 39 Water Street, New York 4, N. Y. Front side is a jumbo, 14" x 20" letter. On back is the chart . . . with space for name, department, Monday dates from May through September. Calendar of the months at bottom. A business reply card offers more charts, at no cost. That means you can have one by writing.

► **"FASCINATING FACTS ABOUT PRINTING"** is title of a 5" x 7", 28-page booklet. Reading time is less than 15 minutes. And it covers a lot of ground. Author is Harrie Bell, advertising manager of Allen, Lane & Scott, 1211 Clover Street, Philadelphia 7, Pennsylvania. Booklet is basic . . . but fine if you don't know much about halftones, electrotypes, papers, inks, cropping, printing methods. Don't expect a chapter on each one. Just a small page or so. But it's clear and understandable. For more details, you'll then have to refer to something like the "Production Yearbook".

► **THE READER'S DIGEST** International Editions have made up an unusual but practical advertising rate folder. The pocket-size folder was sent to advertisers, agencies and prospects. Pocket on page 3 holds seven individual cards for each of the areas where Reader's Digest editions are published. All information and specifications are on each. Changes are sent on similar cards to replace outmoded ones.

► **"A BRIEFING OF DEEDS"** is the description the National Association of Ice Industries, 1706 I. Street, N. W., Washington, D. C., gives in its new booklet, "Something to Crow About." A general report by the Public Relations Department of the Association . . . that tells what it has accomplished during 1948. Left-hand pages of this 32-page booklet pictures the newspapers, magazines and movies where ice was mentioned. Right-hand pages describe. This red and black booklet carries a crowing roster as a theme. One spread about "Ice in the Mail" describes and pictures some of the 27,000 postcards and letters that were

received . . . "proof that ice advertising and publicity is seen, read and acted upon." A wonderful job of association publicity. Deserves a pat on the back . . . a warm one.

► **THE NATIONAL BETTER BUSINESS Bureau, Inc.,** 465 Lexington Avenue, New York 17, N. Y. has published a 199-chapter compendium called "Do's and Don'ts in Advertising Copy". Edited by Allan Backman. Prepared for use by advertisers, ad agencies, broadcasts and media men. Facts are based on advertising laws, decisions by courts, the FTC and other government agencies . . . and on voluntary standards adopted by the Bureau and other business groups. The volume is in loose-leaf form . . . and will be refreshed by up-to-date supplements. The material is in 16 general sections . . . such as drugs, cosmetics, food, jewelry, wearing apparel and house furnishings. Price for the book and monthly supplements for 1949 . . . is \$30.

► **TWO POCKET SIZE BOOKLETS** have just been published . . . that try to give helpful hints about salesmanship (the thing everybody's talking about these days). One is titled "Wake Up Brother, Your Adjectives Are Showing" and was written by E. W. Elmore of The Burns Cuhod Company, Santa Ana, California. Discusses retail salesmanship. The other is called "The A-B-C's of Selling" . . . and is published by the Dartnell Corporation, 4660 Ravenswood Avenue, Chicago 10, Illinois. Both items are written for company distribution, to perk up their sales force. Quantity discount. Both have good selling ideas that might be handy to have around.

► **JUST LEAFED THROUGH** an excellent advertising book by Thomas Maytham called "Introduction to Advertising Principles and Practice". Fourteen chapters, 404 pages. Not as elementary as the title may lead you to believe. Plenty of illustrations of actual ads . . . with accompanying discussion. Chapters on marketing research, writing, layout, media selection, testing, organizations, and many more. Harper & Brothers, 49 East 33rd Street, New York 16, N. Y. is publisher. Price is \$6.00.

► **"A GOOD PUBLIC RELATIONS job"** . . . is an accurate description of the 50th Annual Report of the Florida Power Corporation, St. Petersburg. The accomplishments of the year are put under the fran's headings "favorable" and "unfavorable". Printed on 28 pages in blue and orange. A spread of "industrial" and "tourist" Florida. Naturally, one picture of palm trees and bathing babes.

# A N N O U N C I N G

## the 21st annual DIRECT MAIL ADVERTISING CONTEST

### CLASSIFICATIONS of 1948 winners

Airlines  
Art Gallery  
Art Services  
Associations  
Agriculture,  
General,  
Industrial  
Automotive:  
Truck,  
Passenger  
Banks  
Beverages  
Building Material  
Business Services  
Chemicals  
Community  
Development  
Construction  
Equipment  
Creative  
Printing  
Department Store  
Display  
Advertising  
Educational  
Electrical Equip.  
Envelope Mfr.  
Financial  
Food Products  
Food Service  
Equipment  
Funeral Supplies  
Furniture Mfr.  
Government  
Services  
Heating,  
Ventilating  
Home  
Furnishings  
Hotels and  
Resorts  
Industrial Equip.  
Industrial  
Supplies  
Industrial  
Instruments  
Insurance:  
Life, Fire,  
Casualty  
Investment  
Services  
Jewelry  
Leather Goods

Machinery and  
Tools  
Machinery: Farm  
Medical and  
Dental Equip.  
Metals, Metal  
Products  
Motion Pictures  
Newspapers  
Novelties  
Office Equipment  
Packaging  
Paint  
Paper Mfr.  
Personal Products  
Personal Services  
Petroleum  
Pharmaceuticals  
Photo-Engraving  
Photographic  
Equipment  
Plastics  
Printed  
Specialties  
Printing Equip.  
Public Utility  
Publications:  
General,  
Business,  
Farm, Trade  
Radio Networks  
Radio Stations,  
Local  
Real Estate  
Retailer  
Retail Credit  
Store  
Rubber Products  
Safety Equip.  
Silverware  
Social Welfare  
Sports Equip.  
Synthetic  
Advertising  
Textiles  
Watches and  
Clocks  
Wearing Apparel  
Wearing Apparel  
Accessories  
Women's  
Apparel, Mfr.

**Open to all users** of direct mail and mail order advertising. No restrictions on size, type, purpose or classification. Membership in DMAA is *not* a requisite.

**You are invited** to enter this year's competition for a Best-of-Industry Award and national recognition. Your entry may be small, simple, large or elaborate; size of company or budget will have no influence. Winners will be selected for their overall effectiveness.

**Rules are simple.** Entries must be of material produced between September 1st, 1948 and August 31st, 1949. Other requirements are procedural, full details of which will be furnished when you send for entry blank.

Contest closes September 1st, 1949; winners to be announced September 21st.

### AWARDS

#### Best of Industry Award

The outstanding campaign in each classification will be selected for this award; winners will receive the prized DMAA Certificate signifying the campaign's excellence.

#### Merit Award

Other distinctive campaigns deserving honorable mention will receive the Merit Award of Achievement.

#### Special Certificate Award

Producers playing an important role in the production of winners will be awarded this special recognition.

**Extra Recognition** will be given all winners via year-round exhibition throughout the U. S. and Canada in local Advertising Clubs, Direct Mail Forums, and leading universities—including widespread publicity resulting from this activity.

**JUDGING** will be by recognized specialists in direct mail and mail order advertising. Their decisions are final.

Sponsored by the  
**DIRECT MAIL  
ADVERTISING  
ASSOCIATION**

Send for details  
and entry blank

Direct Mail Advertising Contest Committee, DMAA  
17 East 42nd Street, New York 17, N. Y.

Please send us entry forms and complete instructions for entering the 21st annual Direct Mail Advertising Contest.

Your name and title .....

Company .....

Address .....

Winners to be announced and awards made at DMAA Convention, September 21 to 23, Congress Hotel, Chicago





bring your layouts to life . . .

print on *Ticonderoga Text*  
and COVERWEIGHT

See the lure of the great outdoors—captured on Ticonderoga Text! The message  
always gets across on this fine watermarked paper, in 7 colors plus cream

and brite white in laid and wove with envelopes to match. Use with  
letterpress—offset—gravure. For broadsides, booklets, brochures, programs and menus—  
use in combination with the new COVERWEIGHT, available in matching colors.

International Paper Company, 220 East 42nd Street, New York 17, N. Y.



**INTERNATIONAL PAPERS**  
*for Printing and Converting*